AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE MEETING
JANUARY 14, 2006
MEMPHIS, TENNESSEE

1. Call to Order – Carlson

2. Roll Call – Cadwallader
   a. Carlson
   b. Tatum
   c. Cadwallader
   d. Gratz
   e. Loop
   f. Fisher
   g. Brewer
   h. Harper
   i. Vachon
   j. Grimes

3. President’s Report – Carlson
   a. audit committee recommendations
   b. Asian Journalists Association
   c. international journalism ethics initiative

4. Executive Director’s Report – Harper
   a. Web site redesign
      i. NewsGem content - Tatum
   b. PR/Communications
   c. JournalismTraining.org

5. SPJ Awards Programs Recommendations – Baehr memo (ACTION REQUESTED)

6. Discussion Items
   a. Ocean County College task force – Carlson/Loop
   b. Guidelines for press releases

7. Regional Conference Assignments – Carlson

8. Upcoming Board/Committee Meetings – Carlson
   a. Friday, April 21 – SPJ Finance Committee
      i. budget initiatives for FYE July 31, 2007
      ii. New ideas and Projects/SDX Foundation funding requests?
   b. Saturday, April 22 – SPJ Board
   c. June TBA – SPJ Executive Committee

9. Updates
   a. Preview Forum/Ford Foundation/Project Watchdog – Gratz
   b. Narrative Writing workshops - Vachon
   c. The Journalist – Harper
   d. Quill – Skeel memo
   e. Conventions
i. 2006 – Chicago, Ill., Aug. 24 – 27, Hyatt Regency Chicago
iii. 2008 – Atlanta, Ga., Sept. 4 – 7, Hyatt Regency Atlanta
iv. 2009 – Indianapolis, Ind., TBD

10. Provisional Chapter Status
   a. Orange County Pro Satellite Chapter (Los Angeles Pro)
   b. SUNY Oswego Campus Chapter

11. New Business
   a. Opportunity to create an introductory film about SPJ – Carlson/Grimes
   b. Proposed SPJ statement on college media funding/oversight – Loop
   c. Proposed statement from NorCal on possible sale of Knight-Ridder – Carlson
   d. Letter to Quill editor from Margaret Hosty – Carlson

12. Adjourn
THE SOCIETY OF PROFESSIONAL JOURNALISTS

EXECUTIVE COMMITTEE MEETING

JANUARY 14, 2006
9 A.M. — 5 P.M.

THE COMMERCIAL APPEAL
MEMPHIS, TENNESSEE

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.
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12. Adjourn
DURING THE CONVENTION, I MENTIONED TO TERRY A COUPLE OF CHANCES SPJ MISSED TO BUILD A REPUTATION ON THE WEB.

ONE WAS WITH JIM ROMENESKO. CHICAGO HEADLINE CLUB LEADERS DISCUSSED THE IDEA OF HAVING JIM’S WORK POSTED DAILY EITHER ON ITS SITE (AND PAYING HIM MONEY) OR SPJ’S SITE. IDEA WAS PRESENTED TO THE EXECUTIVE COMMITTEE AT THAT TIME, AND THE IDEA WOUND UP GOING NOWHERE. POYNTER SNAPPED HIM UP, AND THE REST IS HISTORY.

DITO FOR ASSIGNMENTEDITOR.COM, WHICH WAS ALSO STARTED BY A CHICAGO GUY NAMED JIM LICHTENSTEIN. I FLOATED THE IDEA OF MAKING THAT PURCHASE -- OR AT LEAST HIRING JIM TO OFFER THE INFORMATION THROUGH SPJ.ORG. THAT NEVER GOT VERY FAR, EITHER. THE SITE IS UNDER NEW OWNERSHIP -- DON’T KNOW MUCH ABOUT IT, BUT JIM COULD GIVE US THE SKINNY. I’M SURE THERE’S A CLEVER WAY THAT SPJ COULD TEAM WITH ASSIGNMENT EDITOR. IT WOULD BE GREAT IF SOMEONE LOOKED INTO THAT. PERHAPS WE COULD DO SOMETHING THAT INVOLVED MEMBER BENEFITS FOR SPJ FOLKS?! (THAT WOULD ROCK).

AND NOW THERE’S THIS: HTTP://WWW.NEWSGEMS.BLOGSPOT.COM/ JON MARSHALL, AN INSTRUCTOR AT NORTHWESTERN UNIVERSITY -- AND SPJ MEMBER -- IS NOTING THE BEST NEWS STORIES OF THE DAY. THE IDEA IS TO PROVIDE A ‘DAILY PULITZER,’ WHICH I THINK IS WONDERFUL. JON IS PASSIONATE ABOUT THIS -- AND HIS GOAL IS TO POST ONLY THE VERY BEST WORK, SO THAT PEOPLE CONSIDER IT AN HONOR TO BE INCLUDED. IF HE DID THIS THROUGH SPJ.ORG EVERY DAY, WE’D SEE MUCH BETTER TRAFFIC, CATCH FAR MORE ATTENTION AND PERFORM A SERVICE.

PLEASE TAKE A LOOK AT JON’S BLOG TO GET AN IDEA OF THE STORIES HE’S HIGHLIGHTING. IF YOU’RE INTERESTED IN PURSUITING THIS, PERHAPS I COULD SHARE WITH JON INFORMATION ABOUT APPLYING FOR AN SDX GRANT. WE COULD SEE WHAT IMPACT THIS HAS FOR A YEAR AND THEN MAKE DECISIONS FROM THERE. AND WHAT ABOUT THE IDEA OF CHECKING INTO THE ASSIGNMENT EDITOR SITE AND SEEING IF THERE’S A WAY TO OFFER SUBSCRIPTIONS WITH AN SPJ MEMBERSHIP?! COULD SOMEONE LOOK INTO THAT?

THANKS MUCH FOR YOUR CONSIDERATION. LOOK FORWARD TO GETTING YOUR INPUT. C

* * * * *

JON MARSHALL’S ‘NEWS GEMS’ BLOG I TOLD YOU ABOUT A COUPLE OF WEEKS AGO IS FEATURED PROMINENTLY ATOP ROMENESKO’S PAGE TODAY... BELOW YOU’LL SEE JON’S RESPONSE TO MY REQUEST THAT HE CONSIDER LENDING HIS CONTENT TO SPJ.ORG. HIS ANNUAL FEE IS REASONABLE, METHINKS (WHAT DO YOU THINK?). AND I HAVE NO DOUBT THAT THIS IS JUST THE SORT OF CONTENT SPJ MEMBERS -- AND NON-MEMBERS -- WOULD APPRECIATE. WE NEED TOP-NOTCH TRAFFIC-DRIVER TO OUR SITE. I THOUGHT IT WOULD BE REASONABLE TO HAVE EITHER JON OR SPJ APPLY FOR AN SDX GRANT TO FUND A YEAR OF HIS BLOGGING. FROM THERE, WE COULD CONSIDER OTHER FUNDING OPTIONS (AND PERHAPS THIS COULD BECOME A SMALL REVENUE STREAM FOR US)? IF WE OFFER SPONSORS BUNDLED PACKAGES THAT INCLUDE ONLINE AD DISPLAY, WELL, YOU SEE WHERE I’M GOING WITH THIS... I WOULD LIKE TO GET MOVING ON THIS SOONER, RATHER THAN LATER. DAVE THINKS CONTENT OF THIS NATURE IS A GOOD IDEA FOR OUR SITE. HOW SHOULD WE PROCEED FROM HERE? SHOULD I HAVE JON START WORKING ON AN SDX APPLICATION? OR SHOULD I BE CONSIDERING SOME OTHER FUNDING ROUTE?

C

HI CHRISTINE,

I'M STILL INTERESTED IN WORKING SOMETHING OUT WITH SPI. I AVERAGE AN HOUR A DAY WORKING ON THE BLOG. I WOULD CHARGE SPJ MY FRIENDS AND FAMILY RATE OF $50 AN HOUR. AT 5 DAYS A WEEK, 50 WEEKS A YEAR, THAT WOULD COME OUT TO $12,500 FOR THE YEAR. IF SPJ WANTS SOMETHING MORE EXTENSIVE THAN WHAT I'M DOING NOW, WE CAN TALK ABOUT DOING THAT AS WELL. DO YOU KNOW HOW MANY HITS SPJ.ORG GETS?

BEST WISHES,

JON
MEMORANDUM

DATE: Jan. 6, 2006
FROM Guy Baehr, chair, Awards & Honors Committee
RE: PROPOSED PROCEDURES FOR SPJ NATIONAL AWARDS
FOR: SPJ Board of Directors

Events last year indicated the importance of improving the way SPJ selects its national honorees, especially those receiving the Ethics, First Amendment and Sunshine awards. Since problems can pop up anywhere, I've tried to cover all our national awards except those that are primarily overseen by SDX.

1. First, we need more nominees to choose from. To that end we should:

A. Make a greater effort to seek nominations from the membership through an announcement in Quill, through mentions in SPJ Leads and on the SPJ homepage. (Headquarters has been doing this, but we should kick this effort up a notch with more frequent and conspicuous announcements.) In addition, we should ask regional directors to make suggestions and get the word out among chapters in their regions. As part of this effort, we should distribute a set of nomination forms to all RDs and chapter presidents. Finally, ask members of the SDX board to make nominations and spread the word.

B. Involve relevant committees and other bodies in seeking nominations by asking them to brainstorm possible nominees and to ask knowledgeable people outside their committee and outside SPJ to make nominations. Committee members would be given nomination forms to distribute. In the case of the First Amendment and Sunshine awards, we should ask the state Sunshine Chairs to submit suggestions. In all cases, the Diversity Committee should be consulted for recommendations.

C. Individual committee members should be encouraged to submit nominations and committees should be encouraged to appoint nominating subcommittees to submit in-house nominations that would be thrown into the mix with other nominations. This would allow the committees to follow up on informal suggestions that did not result in a formal nomination letter.

Committees or other bodies with primary responsibility for specific awards would be as follows:

1. Distinguished Teaching in Journalism Award - Journalism Education Committee, with help from the Vice President of Campus Chapter Affairs, the two Campus Advisers At-Large and the two Campus Representatives

2. First Amendment Award - Legal Defense Fund Committee, with help from SPJ’s legal counsel

3. Sunshine Awards - Freedom of Information Committee, with help from state Sunshine Chairs

4. Ethics in Journalism Award - Ethics Committee

5. Fellows of the Society - Board of Directors, with help from the Leader Council, the Diversity Committee and the SDX Board

6. Helen Thomas Award for Lifetime Achievement - Board of Directors, with help from the Leader Council and the Diversity Committee

7. Historic Site in Journalism - Board of Directors, with help from the Leader Council
8. New America Award - Diversity Committee, with help from the Awards & Honors Committee

9. Heroes of the 50 States: The State Government Hall of Fame - Freedom of Information Committee (Note: This is a joint award with the National Freedom of Information Coalition)

10. David Eshelman Outstanding Campus Advisor Award, Howard Dubin Outstanding Pro Member Award, Julie Galvan Outstanding Journalism Graduate Award and Regional Director of the Year Award - Board of Directors, with help from headquarters staff (Note: Procedures for selecting Wells Key winners would not be changed.)

D. Have headquarters issue a news release early in the year announcing that nominations for the awards are being sought and how to obtain a nomination form. In future years, headquarters would make an effort to have the awards included in the various awards listings in E&P, CJR, AJR, etc. In addition, we should consider adding the winners of the Ethics, First Amendment and Sunshine awards to our ads in CJR and AJR honoring our SDX Award winners. (one way that other organizations seem to do this is to run a “congratulations” ad in CJR, AJR, etc., and to encourage winners’ organizations to do so as well.)

E. Overhaul the current awards nomination forms to better explain the criteria for the awards and suggest specific areas to be covered in the nomination letter. Nomination forms would make it clear that additional information about nominees might be requested and ask that a contact person for further inquiries be specified. In addition, deadlines should be moved up slightly to give more time for review an made more uniform, as follows:

1. Awards open to non-SPJ members: Ethics in Journalism, First Amendment, Sunshine, Helen Thomas Lifetime Achievement, Distinguished Teaching in Journalism; Fellows of the Society and Historic Site in Journalism -Deadline of March 15. (Deadline for committee nominations would be April 1.)

2. Awards open only to SPJ members: David Eshleman, Howard Dubin, Julie Galvan and RD of the Year - April 15. (Deadline for committee nomination would be May 1.)

3. The deadline for the Heroes of the 50 States Award would remain Jan. 15 and the deadline for the New America Award would remain March 1.

F. The Awards Coordinator would be charged with tracking the number of nominations coming in for each award and alerting the Awards and Honors Committee chair and the relevant committee chair if numbers seemed low.

2. Second, we need a better review process for selecting winners. To that end, we should:

A. Have the lead committee for each award have one of its members do a Google and/or Lexis-Nexis search on each nominee in order to spot potential problems that might not be reflected in the nomination letter. For those awards for which the Board of Directors has prime responsibility, the search would be done by headquarters staff and significant findings provided to the president.

B. As soon as possible after the deadline for nomination for awards open to non-members of SPJ, have the Awards Coordinator assemble a list of all nominees for each award and distribute the list to all national board members, all members of all SPJ committees, all members of the Leader Council, all chapter presidents and all state Sunshine Chairs. In all cases, those receiving the list would be asked to reply to the Awards Coordinator with comments or questions on the suitability of specific nominees for the awards proposed. Replies would be collected by the Awards Coordinator and sent to the chair of the
committee with primary responsibility. Where the Board of Directors has primary responsibility, they would be sent to the President.

C. For the awards open only to SPJ members, with the exception of the Wells Key, the Awards Coordinator would follow the procedure above except that the list would be sent only to national board members, members of all committees, members of the Leader Council and all chapter presidents.

D. In all cases, the Board of Directors has the final say on winners, with that task normally being delegated to the Executive Committee which would continue to make selections at its summer meeting. Where a specific committee has primary responsibility for seeking and vetting nominees, it can and should make its findings and preferences known to the board. But the board should still be presented with all nominations, along with all background material and comments available to the committee. (Note: In the case of the Heroes of the 50 States Award, the final decision is made jointly by the board of directors of SPJ and NFOIC.)

The suggestion has been made that we might want to find a way to open the vetting process to the entire membership or even the general public via the Internet. While I am not opposed to this in principle, I am worried about the possible consequences.

For one thing, it would put our selection process under a public microscope. How many (few) entries do we have? Do we have rules to avoid possible conflicts of interest? Will passing over certain nominees become an issue? Will this encourage lobbying for (or against) certain nominees? Will we end up embarrassing people rather than honoring them?

The goal of our awards program is to honor the best in areas we value and to hold these winners out as examples to the profession and the public.

Clearly encouraging more and better nominations and improving our vetting process supports that goal. Involving more of our leadership in the task of attracting more nominations and then checking their suitability will certainly do that.

The proposals above will make our selection process more public than they have ever been, but still keep it mostly within our organization. I think it is worth exploring the idea of making the process even more public in the future, but I do not think we have to do that right now as part of this effort.

I suggest that over the next year we look closely at how our process - including these changes - works.

At the same time, we should carefully consider how wider participation might strengthen the process further - and make our awards more meaningful and better known. Certainly the Internet presents us with new possibilities that need to be considered.
REGIONAL CONFERENCE ASSIGNMENTS

**March 24 – 25**
Region 5, Indianapolis, Ind.

**March 31 – April 1**
Region 1, Newark, N.J.
Region 2, Washington, D.C.
Region 6, Minneapolis, Minn.
Region 10, Kennewick, Wash.
Region 11, Pasadena, Calif.
Region 12, Memphis, Tenn.

**April 7 – 8**
Region 3, Athens, Ga.
Region 4, Cincinnati, Ohio
Region 7, St. Louis, Mo.

**April 28 – 29**
Region 8, Oklahoma City, Okla.
Region 9, Denver, Colo.
MEMORANDUM

DATE: Jan. 3, 2006
FROM: Joe Skeel, Editor
SUBJECT: QUILL EDITOR STAFF REPORT
FOR: Board of Directors

A lot has happened with Quill since the board meeting in Las Vegas. We have secured a new printer and have undergone a redesign. And we have done all of that with no additional cost.

IPC PRINT SERVICES
The company we will be using to print Quill is IPC Print Services in St. Joseph’s, Mich. Their prices were so much lower than what we had been paying Banta, we will be able to have 16 pages of full color and spot color in the rest of the magazine for a little less than we were paying Banta for all black and white. Of course, there is always some trepidation with this big of a change, but all of IPC’s references checked out. We will not sign a contract for the first few issues to make sure both sides are pleased with the partnership.

REDESIGN
The biggest difference you will see in the new Quill is color. We will have not only a color cover and cover story each issue, but will have an additional 10-12 pages of color for each issue. My hope is to have a color contents page, which has also been redesigned. The regular columns that appear in Quill—Ethics, FOI, Diversity, etc.—will now be part of our “toolbox” section. With each column/story we will have a breakout with tips. The new design also allows us space to promote ourselves: Bloomberg training, SPJ.org, upcoming events, etc. As part of the redesign, our regular columnists/toolbox writers are going to focus more on “how to” pieces. For instance, Joel Campbell and Charles Davis are going to begin using parts of our Bloomberg FOI training module. Fred Brown is going to do the same using the Bloomberg Ethics training module. Another content change is a feature called “Ten.” Each month Quill will have a 10-question Q&A with interesting people in the media, some famous and some not so famous but with cool jobs. Our first feature is Nina Totenberg of NPR. Others slated to be featured include Jim Romanowski and Kai Ryssdal of Marketplace. We are also hoping for Anderson Cooper, John Allen, Vatican correspondent for the National Catholic Reporter, Joel Achenbach of the Washington Post and some others.

With the continued content changes and design updates, I believe Quill is finally becoming the magazine we all envision.
October 22, 2006
National Board of Directors
Society of Professional Journalists
3909 N. Meridian Street
Indianapolis, IN 46208

To the members of the National Board,

A group of journalists began talking last year about forming a chapter of the Society of Professional Journalists for those who live or work in Orange County, California. These efforts have progressed to the point where we are asking the National Board to create the Orange County Satellite Chapter of the Greater Los Angeles Pro Chapter.

About 40 journalists have participated in informational SPJ mixers and now we have 46 people who have become national SPJ members to take part in the Orange County Satellite Chapter. We also have five people who are working as board members for the chapter.

An agreement has been reached between the Satellite Chapter's tentative officers and the Greater Los Angeles Pro Chapter's Board of Directors as to the Satellite Chapter's responsibilities and the Greater Los Angeles Pro Chapter's commitment of organizational support. The Region 11 Director Jamie Gonzalez has been consulted and supports our effort.

The journalists of Orange County have not been able to fully participate in the Greater Los Angeles Pro Chapter because of the distance between Orange County and Los Angeles County. I hope that the National Board will create the Orange County Satellite Chapter as a provisional Satellite Chapter.

Best wishes,

Sonya Smith
President, Orange County Satellite Chapter
OC-SPJ OFFICERS

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[Signature]

Laguna Beach Conference Center
PLAN FOR DEVELOPMENT

ORANGE COUNTY SATELLITE CHAPTER of the GREATER LOS ANGELES COUNTY CHAPTER of the SOCIETY OF PROFESSIONAL JOURNALISTS

Sonya Smith, a journalism student and national student representative for SPJ, always had a desire to get SPJ activities going in the OC. She was finding the Los Angeles meetings too far away and inconvenient, not to mention the immense need for SPJ representation in such a largely populated area full of news media outlets and freelancers.

Lindsay Sandham, a journalism graduate from Metro State College in Denver, knew shortly after moving to Southern California and landing a job in the OC that a SPJ needed to be fully represented.

After being introduced by Mark Scarp, the ladies exchanged ideas over the phone for several weeks. They finally met in person at the Region 11 conference in April, where they hit it off and found in each other a similar passion for not only journalism, but for SPJ as well.

Their ideas for SPJ in the OC fell perfectly in line with one another – they both wanted to be sure and include all facets of the media, from freelancers to photographers to broadcast and print. They both recognized the OC media market as an ever-growing and changing one and both had a plan for SPJ to grow with and change with it.

Genelle Belmas, who shares the same passion for journalism and SPJ, joined the ladies in their quest to start and OC chapter. After the first “Board Meeting,” held in Lindsay’s living room, all three ladies began working diligently to recruit board members and gauge local interest in SPJ.

Sonya was successful in recruiting two board members – Rachel Olsen and Rita Freeman.

All five ladies continued to meet regularly, working closely with members from the LA chapter on establishing a satellite agreement. After five months of hard work OCSPJ blossomed into a reality and the ladies hosted their first event, an informational mixer with more than 25 guests in attendance.

The mission of OCSPJ falls in line with the mission of National SPJ – to improve and protect journalism by offering a wide variety of professional development tools and events pertaining to local, relevant issues, while recruiting a diverse group of professionals to represent the media market in the OC.

Once the chapter is official, contingent upon approval from the National Board of Directors, OCSPJ board has a multitude of events, programs, and mixers in mind for the end of 2005 and the beginning of 2006. They also plan to continue working closely with the LA chapter, partnering with them for events and assisting them with putting together next year’s Region 11 conference.

Some ideas for programs are:
• Federal Shield Law panel discussion
• Photo event featuring Bruce Chambers, an OC Register photographer who captured amazing photos of the Katrina aftermath – slide show presentation and discussion of what it’s like to cover a disaster/the effects of a disaster
• Breakfast with local newsmakers (could be a monthly event)
• Panel discussion on covering business trends and real estate in Orange County
• How to write a press release – workshop for local PR professionals
• Disaster coverage – the “Big One” is coming, how are local journalists prepared to cover it?
• Freelancers panel discussion – how to freelance and make a living at it
• Job fair for graduating journalism students and professionals

Another goal of OCSPJ is to create a web site that becomes a tool for journalists in the area. One of the main struggles of SPJ chapters throughout the country is recruiting and retaining
members. Realizing this can be difficult, the OCSPJ board has a plan for recruitment and retention, which involves setting realistic growth goals, recruiting well-respected journalists, keeping members informed and involved on a regular basis, seeking feedback from members and prospective members on what would be useful to them in a local SPJ chapter, offering a variety of events from professional development to entertainment, and recognizing the hard work of board members and volunteers regularly.

About us:

• Sonya Smith, 23, president and web site chair
  Lindsay Sandham, 24, president and programs and events chair
  Lindsay graduated from J-school in December 2004 and moved to Southern California, where she landed a job at a community paper in Newport Beach, the Daily Pilot, which is owned by the LA Times. Having been a founding member of the revised SPJ chapter at Metro State College in Denver, she knew the power of the organization and what it has to offer students and working professionals alike. Her goal is to fully bring that power to the OC and for OCSPJ to become the main source for journalists throughout the county.

• Rachel Olsen, 25, treasurer and membership chair
  Rachel moved to the OC four months ago and immediately started working as a community reporter in San Clemente for the OC Register. She covers education, business, and public safety for the Sun Post News, which publishes three times a week. A local SPJ chapter would give her the contacts and networking capabilities to help her progress in her career.

• Rita Freeman, 29, secretary and courts chair
• Genelle Belmas, XX, board member and ethics chair
  Genelle has been teaching and researching in journalism for 10 years. She arrived in the OC three years ago. She’s been the advisor to student chapters at CSU Long Beach and CSU Fullerton (CSULB’s chapter won Student Chapter of the Year in 2004.) She believes a strong SPJ chapter is essential at both the student and professional levels to help journalists network, obtain advice on legal and ethical issues, and keep in touch with what’s happening in their profession on a local and national level.

In closing, the board members of OCSPJ request that you approve their request to be a satellite chapter of the Greater Los Angeles County chapter so that they may proceed with carrying out their goal of fully representing SPJ in the OC.

Thank you for your time,

The OCSPJ board members
Orange County Satellite Chapter of the
Greater Los Angeles Chapter of the
Society of Professional Journalists Bylaws

ARTICLE I — DEFINITIONS

Section 1 "Chapter" as used herein shall refer to the Orange County, California Satellite Chapter of the Greater Los Angeles, California, Chapter of the Society of Professional Journalists.

Section 2 The name of the chapter shall be the "Orange County Satellite Chapter of the Society of Professional Journalists."

Section 3 "Meetings" as used herein shall mean regularly scheduled or special meetings authorized by the Board of Directors.

ARTICLE II — MEETINGS

Section 1 There shall be at least 10 board meetings of the chapter each year, the times and places to be fixed by the Board of Directors. The Board of Directors also shall be authorized to call meetings of the chapter.

ARTICLE III — OFFICERS

Section 1 The officers of the chapter shall be: President, First Vice President, Second Vice President, Secretary and Treasurer, and they shall perform the functions customarily associated with such titles. Each of these officers shall be elected by the Board of Directors from among its newly elected and incumbent members (except that the secretary and treasurer, because of the specialized nature of their duties, may be selected from the membership at large) at a combined board meeting of the incumbent and incoming board members and shall assume office Jan. 1. These officers shall serve for one year or until a successor has been elected. The retiring secretary is to notify national headquarters immediately of the names of the new officers and date they take office.

ARTICLE IV — BOARD OF DIRECTORS

Section 1 This chapter shall have a board of directors of 5 elected voting members, including incumbents who have been elected or appointed to office as defined in Article III, Section 1. It also shall have at least one board-appointed associate board members, who must be professional, retired, or post-graduate members of the society and chapter who are in good standing with the national society. This associate board member shall vote only when fewer than 5 elected members are present. Considered ex-officio voting members of the board will be the secretary and treasurer, if elected from among the general membership; the immediate past president; the presidents or their designees of the affiliated campus chapters who shall be entitled to a single vote for each campus chapter delegation; and the adviser of each campus chapter.

Section 2 All chairs of regular standing committees, and campus chapter advisers, shall be entitled to make motions connected with reports of their committees or areas of responsibility, to participate in related discussions and to vote according to the provisions of Article IV, Section 1.

Section 3 Except for board members sitting because of immediate past presidency or incumbency in chapter office, directors shall be elected to serve three-year terms, to be elected annually by mail ballot, sent to the general membership in full of each year immediately following the board meeting at which nominations are made. The nominating committee shall present its report at a prior board meeting at which time other nominations may be made. Thereafter it shall serve as an election committee to count ballots, to certify results at a subsequent board meeting and to recommend as to matters of term, or to fill out unexpired terms.

Section 4 The President of the chapter shall be chairman of the board and shall preside at board meetings. The President of the chapter shall select all committee chairs. The President may create or eliminate a committee, subject to a majority vote of the Board of Directors.

Section 5 The Board of Directors shall be responsible for these basic functions: (1) membership and attendance; (2) chapter meetings; (3) professional programs; (4) planning; (5) convention representatives; and (6) cooperation with national headquarters in all matters furthering the programs and goals of the Society. This shall specifically include submission to National Headquarters of membership rosters and financial and other reports required.

Section 6 The board is empowered to meet at such times and places as a majority of its members shall deem necessary. The chair may call a meeting when so requested by a majority of board members. Three voting members of the board shall constitute a quorum for the transaction of official business, except that in an emergency declared by the president a smaller number of directors may make
SUNY Oswego's petition for SPJ membership

The following students and faculty member are interested in bringing a local chapter of SPJ to the SUNY Oswego campus. We understand the work involved and are prepared to devote our time and energy to SPJ.

Student Members:

DJ Austen
- President
- Sophomore
- Writer for school paper
  -(585) 245-3525
  -austen@oswego.edu
  - 2967 Frost Rd.
  - Mt. Morris, NY 14510

Gloriel Smith
- Vice President
- Sophomore
- Writer for school paper
  -(585) 529-5029
  -gsmith6@oswego.edu
  - 51 Wooden St.
  - Rochester, NY 14611

Erin Place
- Secretary
- Junior
- Writer for school paper
  -(315) 591-5918
  -hiku7472@yahoo.com
  - 14 Empire Ave
  - Mineto, NY 13115

Soheila Ahmad
- Treasurer
- Sophomore
- Writer for school paper
  -(516) 359-8172
  -sahmad@oswego.edu
  - Hart Hall box 109
  - 15 Union Rd.
  - Oswego, NY 13126

Dan Kruze
-Public Relations Head
-Sophomore
-Writer for school paper
-(315) 312-4631
-flawedprophet@msn.com
-9 Hilltop Drive
North Salem, NY 10560

Rosanne Luis
-Freshman
-Public Relations Head
-Writer for school paper
-(914) 513-7879
-rhuis@oswego.edu
-460 Westchester Avenue
Mt. Vernon, NY 10552

Shawn Ashley
-Sophomore
-Writer for school paper
-(607) 435-0374
-sashley@oswego.edu
-Hart Hall box 74
15 Union Rd.
Oswego, NY 13126

AJ Shear
-Junior
-Writer for school paper
-(585) 414-1545
-shear@oswego.edu
-824 Hart Hall
15 Union Rd.
Oswego, NY 13126

Deanna D’Amico
-Sophomore
-Writer for school paper
-damico@oswego.edu
-3161 Woodland Ave
Niagara Falls, NY 14304

Lynn Collier
-Sophomore
-Was assistant news editor and will be the news editor for school paper.
-(315) 382-0544
-lcollienn@oswego.edu
-229 Hills St.
Chittenango, NY 13037

All interested members are journalism majors and have written for the Oswegonian, SUNY Oswego’s school paper, at some point so far in their time here.

Faculty Advisor

-Prof. Linda Loomis
-Professor and head of journalism department at SUNY Oswego
-(315) 312-2617
-lloomis@oswego.edu
-6 Lanigan Hall
SUNY Oswego
Oswego, NY 13126

At SUNY Oswego there is the Oswegonian; school paper, WTOP; school television station, and WNYO; school radio.

The Oswegonian covers a variety of news on a weekly basis. The paper itself is split into four sections; news, opinion, arts and entertainment and sports. Each section has its own editor who assigns stories every week.

WTOP has news programs as well as themed shows for sports, music, the 80s, etc. All programs are student directed and edited.

WNYO mostly airs two-hour segments DJ’d by students. A majority of them play or talk about music, but there a few that focus on sports.
Exec board:

Neil Ralston and I have collaborated on a statement on student media with the goal that colleges and universities adopt this statement. Plans to get colleges to adopt will be for another discussion, but we would like you to review the statement. Given your endorsement, we then would proceed to SPLC and College Media Advisers to build a campaign. All suggestions are welcome.

Thanks,

Mead

Student media at (name of institution) are designated public forums, and free from censorship and advance approval of content. Because content and funding are unrelated, student media are free to develop editorial policies and news coverage with the understanding that students and student organizations speak only for themselves. Administrators, faculty, staff or other agents of (name of institution) shall not consider the student media's content when making decisions regarding the media's funding.
Hi David,

Happy New Year. I'm forwarding you a draft of a statement about the Knight Ridder sale that the NorCal group produced. We are interested in knowing whether this is a statement that National might consider having go out under its (or your) name. We think it would have a more significant impact that way. I would be happy to discuss questions and details with you. If National isn't interested, then NorCal will send it out as a chapter statement.

Thanks for your attention and we should talk soon about the June ex comm meeting.

Best,
Linda Juc

* * * * *

Journalists should debate sale of Knight Ridder newspapers

The Society of Professional Journalists, Northern California chapter, calls upon working journalists and the public to initiate an urgent national conversation about how to preserve public-service journalism in light of the likely sale of the Knight Ridder newspaper company.

Knight Ridder, the nation's second-largest newspaper chain, put itself out to bid last November. To satisfy the demands of a few major shareholders seeking larger short-term profits, the company may be swallowed whole by another conglomerate or broken up by speculators in early 2006. To finance the multibillion-dollar deal, new owners would be under heavy pressure to slash investment in newsgathering and reporting.

Much of the newspaper industry has fared poorly under financial pressures similar to those dogging Knight Ridder. Layoffs, buyouts and hiring freezes shrunk the newspaper industry by at least 2,100 jobs in 2005. These same pressures are affecting alternative weekly newspapers and the ethnic press.

Given the vital role that the news media play in ensuring a robust and transparent democracy, SPJ-NorCal believes that journalists have a professional obligation to discuss publicly the societal implications of these business decisions, as several groups have done in recent weeks.

The SPJ Code of Ethics urges journalists to "clarify and explain news coverage and invite dialogue with the public over journalistic conduct." So we call on individual reporters, editors, columnists and editorial writers to write about the planned Knight Ridder sale on a regular basis — at least as frequently as they cover other important companies in their communities.

This is not just a business story. Journalists should soberly analyze the social repercussions of the possible fire sale of one of the nation's most influential media voices. And they should challenge managers, owners and prospective purchasers to explain and justify the effect on news coverage of their business decisions. Journalists also should solicit ideas from community leaders and readers, who have a significant stake in the civic-minded management of news coverage in their local newspapers.

We encourage other journalism organizations to call public attention to the leading role Knight Ridder has traditionally played in many communities, not only in tenaciously scrutinizing the powerful in government and industry, but also in promoting diversity in staffing and news coverage.

We acknowledge that newspapers cannot serve their democratic role unless they stay in business. But the
increasing corporate pressure to squeeze additional returns out of already profitable newspapers, at rates exceeding the margins in most other industries, has skewed the balance between journalism and commerce. Those directing the production of news have an ethical obligation to readers every bit as significant as their fiduciary accountability to shareholders.

Though there is disagreement about what should happen to Knight Ridder — whose 32 daily newspapers, various Web sites and weekly publications provide news to millions of readers — there is broad consensus within the journalism community that it should not be allowed to fall into the hands of those unwilling to guarantee the continuity of public-service journalism.

The chapter calls the public’s attention to a number of possible scenarios for Knight Ridder put forward in recent weeks that are worthy of serious consideration and discussion by journalists and the public:

-- A group of more than 50 prominent former employees of the company, calling themselves “alumni,” volunteered to nominate to the board of trustees members who will safeguard quality journalism. The signers wrote in part: “Knight Ridder is not merely another public company. It is a public trust. It must balance corporate profitability with civic purpose.”

-- The Newspaper Guild-Communication Workers of America proposed purchasing nine of the chain’s newspapers. The so-called “worker-friendly” buyout might involve retirement funds of workers at the papers, recruitment of pro-labor investment firms or establishment of a nonprofit company. While Knight Ridder rejected the initial proposal, the Guild says it will continue shaping this idea and offering new ones. “It is clear to me,” wrote Linda Foley, president of the Guild, “that new ideas need to be injected into the mix of alternatives facing our profession.”

-- Jay Rosen, a New York University journalism professor, proposed a “Main Street strategy” to wrest control of Knight Ridder papers from Wall Street and return them to independent ownership. This strategy, Rosen wrote, “bequeaths to the newspaper’s future 3 local laboratories, each free to go its own way, and make its own mistakes.”

-- Several journalists, including Will Bunch, a columnist for the Knight Ridder-owned Philadelphia Daily News, suggested recruiting a nonprofit white knight such as the Pew Charitable Trusts to buy the papers. (Pew itself said it’s not interested, but other foundations might be.)

-- Grade the News, a media watchdog project at San Jose State University, asked readers to sign a petition promising to boycott the newspapers if they are sold to owners who plan to cut editorial staff and other newsroom resources.

A national conversation about how Knight Ridder newspapers can maintain their journalistic integrity under escalating profit pressures should send a message to investors not to ignore the social value of their investments — either now or in future battles over media ownership. Such a dialogue would also help journalists fulfill their ethical responsibility to be accountable to their readership. And it would help that readership participate, as we believe the Constitution envisioned, in preserving a free, vibrant and competitive press.
Dear Editor:

Imagine my surprise upon reading Dan Carlson’s December 2005 *Quill* article (http://www.spl.org/quill_issue.asp?ref=838) entitled “New president discusses controversial SPJ awards,” and finding this “stand-alone” statement (evidently set apart in order to emphasize the point): “From the beginning, SPJ offered to help Hosty with attorney’s fees, but she chose to represent herself.” Really? This is news to me. I would have hoped that an organization which claims to be dedicated to responsible, ethical journalism would not resort to what appears to be sloppy, lazy, or inaccurate reporting, merely in hope of “covering its keister” in the event criticism makes its way down the pipe regarding the SPJ’s lack of assistance per said regard. I have no recollection of Mr. Carlson confirming as much with the source (yours truly); did he merely take Christine Tatum’s word on these “facts” prior to publishing said comment? Granted, Mr. Hudson did exchange emails with me regarding my thorny past relationship with Ms. Tatum; however, I am quite prepared to attest that the comment in Mr. Hudson’s recent article is completely without foundation, and is, therefore, untrue--call it a lie, a falsehood, fabrication, misinformation, whatever you will, but it does not alter the fact that said “facts” are untrue.

In the first place, Ms. Tatum is the only individual from the SPJ with whom I have ever engaged in discussion the possibility of SPJ assistance with attorney’s fees (back when she was Chair of the Legal Defense Fund for the SPJ), and I can assure you that no offer was ever made by the SPJ except that Ms. Tatum had indicated the possibility of the organization donating up to $1,000 towards a legal defense fund, *in the event we were able to secure counsel.* (And even this possibility was not offered until after the original appellate panel had already handed down its decision and Madigan’s office had already filed the petition for rehearing *en banc,* mid-2003.) (One such email from Ms. Tatum reads, in part, as follows: “Now that you have contacted me, I will present your request for IDF funding to a committee that helps me review such requests,” and is dated May 5, 2003.) Later correspondence stipulates that assistance from the SPJ might only be forthcoming in the event counsel were somehow secured by me without a retainer fee; the SPJ never offered to alleviate the burdens of *pro se* litigation (filing fees, duplication costs, brief binding costs, postage fees, research expenses, etc. simply do not pay for themselves), and the SPJ *never* offered to secure counsel for us, other than to put us in contact with two or three “local” attorneys, including an attorney in Springfield (Don Craven) who would agree to represent us only under Ms. Tatum’s condition that we seek settlement (as opposed to the “justice and remedy” to which we are entitled as a matter of law per the Illinois Constitution); it was upon refusal of the mandate of settlement by Ms. Tatum that our personal relationship had soured---and I feel obligated to point out that there are three plaintiffs in the matter of *Hosty v. Carter,* and the SPJ *never* has had any conversation or correspondence with my two co-plaintiffs per this regard: The SPJ article paints me off as a renegade who disregards the positions of and the consequences affecting my legal colleagues in said suit, which is a decidedly untrue suggestion.

Of course, I largely suspect that the reason that the SPJ has never entered into a dialogue of any kind with my co-plaintiffs is because I am the only one who actively sought out the SPJ’s assistance (which thus far has consisted merely of lending its name to appellate briefs written and underwritten at someone else’s expense, I might add), because, of course, the SPJ’s apparently misguided, erroneous, and slightly malicious feelings towards me should not prevent
the organization form adopting a legal posture in opposition to what Madigan's office is and has been arguing before the courts (i.e., that adult students have no more rights than do children when at school); in short, it would be in bad form to not side with the plaintiffs in this matter (whose interests represent and affect the membership if the SPJ, at least wherein their collegiate chapters are involved), and the organization could be accused of hypocrisy if it did not assume a position which counters Madigan's arguments.

Incidentally, Mr. Hudson's article attempts to portray Madigan as the hapless recipient of the Hosty case. Whereas it is true that Madigan did inherit the suit from her predecessor, it was Madigan's decision to push the Hazelwood defense, and Madigan's decision to insist on the en banc rehearing utilizing the Hazelwood defense. As the Student Press Law Center (SPLC) has astutely noted in the past, there was no need for Madigan to drag Hazelwood into the fray in the legal posturing of the defense, but she did it anyway. And so the SPJ has attempted to vindicate itself in having granted Madigan a "Sunshine Award" (when she really is more deserving of an "Eclipse Award") because she did some public service (which is part of her job, for which she is paid, I might add), and chose to ignore the fact that Madigan's argument in Hosty takes away far more with the left hand than she gave with her right. (It's classic misdirect, and the SPJ appears to have fallen for the "shell game" of politics.) Guess what? Honoring Madigan with an award for doing some aspect of her job while ignoring the fact that she is actively undermining the ability of adults, students, citizens, and journalists to do theirs amounts to awarding Hitler a trophy for refraining from conquering Switzerland while at the same time looking away while he actively invades Poland; it doesn't "balance out," folks.

Of course, what really irks me is the loose manner in which Mr. Hudson "defends" the SPJ's "involvement" and "support" in Hosty is his assertion that the SPJ has been on board and in our corner since the very beginning of our litigation tribulations—wrong, wrong, wrong. "From the beginning," Mr. Hudson? Really? According to my records, I had to contact the SPJ about the possibility of obtaining legal assistance; the SPJ never sought out the plaintiffs, and I am still in possession of the May 2003 email (to Ms. Tatum) in which I had initiated contact with the SPJ. For the record, our litigation began in January 2001, and the SPJ did not even hint at the possibility of legal assistance in the form of funds until mid-2003, after I had initiated contact. Hmm...somehow waiting two-and-half years, responding only after I had initiated correspondence, waiting until after the appellate decision had been handed down, offering possible assistance only in the event I could secure counsel, and then lining up assistance of counsel which would only agree to assist us if we complied to Ms. Tatum's mandate (given even later in mid-2003) sure doesn't amount to "from the beginning" to me, and it sure doesn't amount to "offered to help with attorney's fees," either. (Saying that someone might receive assistance after accomplishing an impossible task is as good as offering no assistance at all; Ms. Tatum might as well "offered" assistance via the SPJ contingent upon my swimming the length of the English Channel underwater and without an oxygen tank.)

And as for the lattermost part of the tripartite falsehood you have published in said article, I did not choose to represent myself—I had no choice but to proceed pro se, because, of course, I was without assistance in securing attorney's fees. (So, really, my only choices were to walk away or proceed without assistance.) Mr. Hudson's article portrays me as being some type of fast-and-loose cowgirl refusing solid assistance and good advice which simply were never offered—and I
can't very well refuse what I have never been offered, can I now? I reiterate, the only
"assistance" I have ever refused (and, again, my co-plaintiffs were never contacted by any
member of the SPJ) involved kowtowing to Ms. Tatum's veiled directive that we forsake our
legal rights to remedy and justice, and seek to settle; assistance of counsel was only offered to us
if we would bow to Ms. Tatum's dictate (and, as a matter of courtesy and prudence, I had even
sought out and engaged the attorney she had lined up per this intent), which, of course, I would
not do.

So, in a single sentence, the SPJ has conveyed three factual errors (which, of course, my records
and those of the courts can prove), which not only provide an inaccurate picture of the events
involved per these regards, but which make false accusations against my character. As such,
I insist that the SPJ do the responsible thing and print a retraction and an apology, stating the
facts as they truly are:
1) The SPJ was not on board “from the beginning,” and did not offer any assistance until after I
had initiated contact with the body in mid-2003, nearly 2-1/2 years subsequent to the litigation’s
beginning;
2) I did not choose between representing myself or permitting counsel to do so, my co-plaintiffs
were never contacted, and we have yet to receive any financial assistance from the SPJ towards
securing counsel; and
3) The only counsel the SPJ has ever lined up for us was on the condition that we agree to Ms.
Tatum’s stipulation that we seek to settle our suit.

(Granted, I am aware that the SPJ made a financial contribution in the past to the SPLC,
reputedly for its efforts regarding our case, said donation, if anything, contributes to the costs
incurred by counsel for amicus, and not counsel for the plaintiffs--and it doesn’t take a genius to
realize that amicus cannot proceed unless the plaintiffs are able to do so, because amicus
“piggybacks” its argument onto the litigants proper, so the SPJ’s contribution to the SPLC did
nothing to assure that plaintiffs would have access to funds which assured their ability to
proceed.)

The fact that the sentence of which I have written was singled out (in that it stands alone)
suggests to me that this format was intentionally utilized so as to minimize potential criticism of
the SPJ; the problem I have with this tactic, of course, is that it then falsely shifts any assumed
blame onto me, and I simply cannot stand by without defending my character and actions. I am
hopeful that the SPJ will be professional and ethical enough to amend its report, and look to read
the requested retraction and apology requested in a future issue of Quill magazine. Until such
time as I do, I remain, then,

Very Cordially yours,

Margaret L. Hosty,
Student Plaintiff,
Hosty v. Carter
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
APRIL 22, 2006
9:30 A.M. - 5 P.M.
PULLIAM NATIONAL JOURNALISM CENTER
INDIANAPOLIS, INDIANA

1. Call to order -- Carlson

2. Roll call – Cadwallader
   a. Carlson
   b. Tatum
   c. Graz
   d. Loop
   e. Lehman
   f. McDonough
   g. Clark
   h. Uribarri
   i. Katef
   j. Ralston
   k. Corry
   l. Augherton
   m. Fisher
   n. Wessel
   o. Roh
   p. Govier
   q. Sylvester
   r. Poling
   s. Hurley
   t. Issacs
   u. McAfee
   v. Brewer

3. Approval of minutes
   a. October 15, 2005 Board of Directors Meeting
   b. October 19, 2005 Board of Directors Meeting

4. Officer and Staff reports
   a. President
   b. Vice President Campus Chapter Affairs
   c. Executive Director
   d. Staff

5. Finance and Personnel
   a. Finance Committee report – Cadwallader
   b. Budget presentation – Harper/Koenig
   c. Executive Director evaluation (closed session) – Carlson

6. Report on Regional Directors Meeting – Brewer
   a. ________________________________
   b. ________________________________
   c. ________________________________

7. Action Items
   a. Amendment to Article Six of the SPJ Bylaws – Carlson/McCloskey
   b. SPJ Film Proposal – Carlson
   c. New Awards Procedures – Carlson/Porter
   d. UNITY Covenant – Lehrman/Graz
   e. Executive Committee Open Communication Procedure – Lehrman/McDonough

8. Discussion Items
   a. Campaign for Ethical Journalism – Grimes
   b. Membership – Carlson
   c. Poynter Institute – Carlson

9. Updates
   a. Student Press – Carlson
i. Ocean County College
ii. University of Louisiana at Monroe
iii. College Media Advisers

b. Conventions - Staff
i. 2006: Chicago, August 24-27
ii. 2007: Washington, D.C., October 4-7
iii. 2008: Atlanta, September 4-7
iv. 2009: Indianapolis, TBD

c. The Journalist magazine – Harper and Staff

d. Centennial Observance and History – Graz

e. SPJ/Bloomberg Training Program – Harper

f. JournalismTraining.org – Harper

g. Federal Shield Law – Carlson

10. Regional Director and Committee Reports
a. Regional Directors - various
b. ACLIMC – Geimann
c. Awards & Honors – Baehr
d. Diversity – Lehrman
e. Freedom of Information – Campbell/Davis
f. Freelance – Hoke
g. Generation J – Fisher
h. Journalism Education – Nicholson
i. Membership – Scarpe
j. Nominations – Graz
k. Professional Development – Wenger

11. Chapter Matters
a. Western Wyoming provisional chapter application
b. Sacred Heart University petition for charter

12. Old Business

13. New Business
a. Re-branding and retooling regional meetings – McDonough/Roth/Sylvester
b. Creation of Professional/Topical Sections – McDonough/Lehrman/Sylvester

14. Adjournment

Upcoming Meetings:
- Sat., June 17, 2006: Executive Committee in San Francisco
- Wed., August 23, 2006: Board of Directors in Chicago
- Sun., August 27, 2006: New Board of Directors in Chicago

Attachments:
- Executive Committee Meeting Minutes, January 14, 2006
- Campaign Guidelines
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 15, 2005
LAS VEGAS, NEVADA

MEETING CALLED TO ORDER
With President Irwin Gratz presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1:20 p.m. on Saturday, October 15, 2005, at the Aladdin Resort and Casino in Las Vegas, Nevada.

ROLL CALL
In addition to President Gratz, the following were in attendance for all or a portion of the meeting:
President-elect David Carlson; Secretary-Treasurer Christine Tatum; Immediate Past President Mac McKerral; Vice President for Campus Chapter Affairs Jim Highland; Directors at Large Jim Parker and Sally Lehrman; Advisers at Large Mead Loop and Neil Ralston; Campus Representatives Sonya Smith and Callie Martell; Regional Directors Carl Corry, Ann Augheron, Holly Fisher, Richard Roth, Dave Aeikens, Ron Sylvester, Travis Poling, Deb Hurley, Scott Maben, Jamie Gonzales, and Clint Brewer; Executive Director Terrence G. Harper; and Deputy Executive Director julie Grimes.

Some of the guests present for portions of the meeting were: Robert Lystad, First Amendment legal counsel from Baker & Hostetler; Gordon Govier, candidate for Region 6 Director; Mec Tebo, Chicago Headline Club; Mark Scarp, Membership Committee chairman; Le Templar, Valley of the Sun chapter; Todd Gillman, Sigma Delta Chi Foundation President; Betsy Ashton, Foundation Vice President; Bruce Cadwallader, candidate for Secretary/Treasurer; and Josh Renaldi, intern from The Working Press.

APPROVAL OF MINUTES
Upon proper motion and second from Parker and Hurley, the board approved as presented the minutes from the April 30, 2005, meeting.

SUNSHINE AWARD
Gratz reviewed the Executive Committee’s decision to present a Sunshine Award to Illinois Attorney General Lisa Madigan. The committee is confident in its decision to present the award to Madigan for her efforts to improve openness in government in Illinois.

Upon proper motion and second by Roth and McKerral, the board affirmed the position of executive committee in this matter.

CHAPTER STATUS REPORT

A proper motion and second was made by Aeikens and Fisher to accept the recommendations of Chapter Doctor Mark Scarp as outlined below:
- Move Detroit Pro from probationary to active status
- Place the following chapters on probationary status: Keystone Pro, Maine Pro, New England Pro, Triangle Pro, Greater Tri Cities Pro, Mid-Florida Pro, Northwest Ohio Pro, Pittsburgh Pro, Cardinal States Pro, Michiana Pro, Kansas Pro, Austin Pro, Farthest North Pro, and Inland Northwest Pro
- Extend probationary status for Mid South Pro and Mobile Pro
- Revoke the chapter charters of East End Pro, Augusta Pro, Indiana East Pro, Norwest Indiana Pro, Nebraska Pro, Brazos Valley Pro, Dallas Pro, and Montana Pro

Upon proper motion and second by Parker and Carlson, the board divided Montana Pro from the chapters for consideration.
Upon proper motion and second by Poling and Tatum, the board divided Dallas Pro from the chapters for consideration.

Upon proper motion and second by Corry and Aeikens, the board divided New England Pro from the chapters for consideration.

After these divisions, the initial motion was approved as amended.

Upon proper motion and second by Parker and Roth, the board extended probationary status for Dallas Pro Chapter and Montana Pro Chapter.

No action was taken concerning the New England Pro Chapter, so it continues with full, active status.

Board members asked to receive future updates about work done for each chapter. They also asked to see more information about communications between chapters and the national office.

PROFESSIONAL CHAPTER REQUIREMENT REVIEW
Upon proper motion and second by Aeikens and Ralston, the board revised the Graduated Professional Chapter Requirements as follows:

"Establish as part of the overall graduated chapter requirements guidelines that "no chapter that files an annual report past the posted deadline will receive a four-star ranking (any deadline extensions must be approved prior to the deadline.)"

PRO CHAPTER AWARDS
Scarp reviewed the recommendations for changes to the outstanding professional chapter awards program, as outlined in the board packet.

Upon proper motion and second by Carlson and Tatum, the board adopted the following change:

Eliminate the large and small regional, professional chapters of the year awards. (Regional campus chapter of the year awards would continue.) Establish a new recognition system, selecting up to three large and three small chapters for national recognition, with one in each category being chosen as chapter of the year.

REGIONAL DIRECTORS MEETING REPORT
Upon proper motion and second by Brewer and Sylvester, the board created a regional service fee as outlined below, effective October 1, 2006. The following board members were opposed to the motion: Parker, Lehrman, Smith, Carlson, McKerral, Ralston and Loop.

Professional chapters will be assessed a regional service fee based on chapter membership. The fee provides revenue for the regional director fund. The funds would be used for: planning the regional conference; Mark of Excellence expenses; and regional-related projects and programs.

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<th>Chapter Size</th>
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<td>101 and above</td>
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THE JOURNALIST
The 2005 issue of The Journalist is being distributed at this conference. Financially, the project will lose about $30,000. The Executive Committee met in September and decided to proceed with a 2006 edition. Cost-cutting and reorganization measures include bringing the publishing of the magazine in-house. SPJ will attempt to maintain the current editorial and design staff. Staff will oversee publishing the magazine.

Board members expressed concern about staff time dedicated to this project as well as the need for a budget and a vision before proceeding.

A proper motion and second by Brewer and Martell to cease publication of The Journalist failed with four people voting in favor of the motion (Brewer, McKerral, Martell and Mahen).

FEDERAL SHIELD LAW
Lystad updated board members on efforts to create a federal shield law for journalists. He encouraged SPJ volunteers to talk personally with their congressional representatives. Baker & Hosteller will draft a letter that individuals can use when contacting congressmen.

100-YEAR ANNIVERSARY
Gratz reported that he has created the committee to head up the 100-year celebration plans. Gratz will lead the committee.

FACS UPDATE
Past President Paul Davis reported that the organization’s partnership with the Foundation for American Communications has been very positive this year. FACS has completed 11 programs and one regional conference, which were co-branded with SPJ. FACS is interested in having a representative from SPJ attend the program and share the benefits of SPJ membership and recent activities. FACS continues to seek out a partner to fund a larger joint project.

DATABASE OF JOURNALISTS
Upon proper motion and second by Aikens and Tatum, the board endorsed the purchasing or development of a database of journalists and recommended that staff seek funding for the project from the Sigma Delta Chi Foundation.

COMMITTEE REPORTS
Upon proper motion and second by Tatum and Mahen, the board accepted all committee reports as submitted.

CHAPTER PETITION: UNIVERSITY OF IDAHO
Upon proper motion and second by Parker and Highland, the board unanimously approved provisional chapter status for the University of Idaho chapter.

CHAPTER PETITION: UNIVERSITY OF NEVADA LAS VEGAS
Upon proper motion and second by Parker and Loop, the board unanimously approved provisional chapter status for the University of Nevada Las Vegas chapter.
MARK OF EXCELLENCE CONTEST
The Regional Director Caucus Mark of Excellence subcommittee led by Hurley will be evaluating the structure of the Mark of Excellence Awards contest. They will submit a proposal to Awards and Honors Committee Chairman Guy Bachr.

NEW BUSINESS: URSGULA DUBIN RESOLUTION
Upon proper motion and second by Carlson and Aciekus, the board unanimously approved the following resolution honoring Ursula Dubin.

WHEREAS, those who serve on the boards of SPJ and the SDX Foundation commit much time, energy and financial contributions, and

WHEREAS, the time, energy and moral support provided by those board members' spouses and relatives is less widely known, and

WHEREAS, a great example of this support is Ursula Dubin, who has been a stalwart for all of the 24 years of her husband Howard's service as a regional director, treasurer and Foundation Board member and officer, and

WHEREAS, Ursula has joined with Howard in making significant financial contributions to SPJ and the Foundation, and

WHEREAS, Ursula has attended many Conventions, regional conferences and other meetings throughout the years, and

WHEREAS, she has provided hospitality at the Dubins' home in Evanston, Ill., and been supportive on both public and private occasions, and

WHEREAS, while not a journalist herself, Ursula has taken on the important causes of journalism and the Society, making them her own, and

WHEREAS, Ursula has shown great patience and fortitude with Howard's commitment of time and energy to SPJ and the Foundation, now

THEREFORE, be it resolved that the boards of SPJ and the SDX Foundation and the Convention delegates express their great gratitude and thanks to Ursula Dubin for all that she has done in behalf of the organizations.

ADJOURNMENT
Gratz expressed his pleasure at working with board members during the past year and throughout his time on the board. Gratz recognized all departing board members. McKerral expressed his pleasure with the organization's current position and thanked board members for allowing him to serve during the past several years. Highland thanked all campus task force members to their work.

There being no further business to come before the board, President Gratz declared the meeting adjourned at 5:40 p.m.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 19, 2005
LAS VEGAS, NEVADA

MEETING CALLED TO ORDER
With President David Carlson presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 8:05 a.m. on Wednesday, October 19, 2005, at the Aladdin Resort and Casino in Las Vegas, Nevada.

ROLL CALL
In addition to Carlson, the following board members were present: Secretary/Treasurer Bruce Cadwallader; Immediate Past President Irwin Grat; Vice President of Campus Chapter Affairs Mead Loop; At-Large Director Molly McDonough; Student Board Representatives Adrian Uribarri and Ashley Clark; Campus Adviser At Large Neil Ralston; and Regional Directors Ann Augherton, Holly Fisher; Joe Wessels, Richard Roth, Gordon Govier, Ron Sylvester, Deb Hurley, Nathan Isaacs, Paul McAfee, and Clint Brewer. Also present for the meeting were: Terry Harper, executive director; Julie Grimes, deputy executive director; and Chris Vachon, director of programs.

EXECUTIVE COMMITTEE ELECTIONS
Upon proper motion and second by Hurley and Isaacs, the board nominated Brewer to serve on the Executive Committee.

Upon proper motion and second by Augherton and Roth, the board nominated Fisher to serve on the Executive Committee.

Upon a voice vote, Brewer and Fisher were elected to serve as members of the Executive Committee.

APPOINTMENTS TO SIGMA DELTA CHI FOUNDATION BOARD
Carlson announced the following one-year appointments to the Sigma Delta Chi Foundation board of directors: SPJ officers Carlson, Tatum, Cadwallader and Loop; Grat; and Augherton.

Upon proper motion and second by Brewer and Poling, the board approved Carlson's appointments.

RATIFICATION OF SIGMA DELTA CHI FOUNDATION BOARD ELECTIONS
Upon proper motion and second by Ralston and Loop, the board ratified the elections of the Sigma Delta Chi Foundation board of directors.

Officers elected and ratified are: President Todd Gillman (two years); Vice President Betsy Ashton (one year); Secretary Steve Geimann (one year); and Treasurer Howard Dubin (one year). Board members elected and ratified to three-year terms are: Betsy Ashton, Fred Brown, Steve Geimann, Jane Kirtley, Dori Maynard, Sue Porter, and Gordon "Mao" McKerral.

FINANCE COMMITTEE APPOINTMENTS
Carlson explained that the organization's Finance Committee includes the board officers and two elected members.

Upon proper motion and second by Fisher and Sylvester, the board nominated Roth to serve on the Finance Committee.

Upon proper motion and second by Brewer and Clark, the board nominated Hurley to serve on the Finance Committee.
Upon a vote, Roth and Hurley were elected to serve on the Finance Committee.

**2006 REGIONAL CONFERENCE DATES AND LOCATIONS**
Regional Directors provided the following information concerning the 2006 regional conference schedule:
- Region 1, March 29-April 1, New Jersey
- Region 2, March 31-April 1, Washington, D.C.
- Region 3, April 7-8, Athens, Ga.
- Region 4, TBD, Cincinnati, Ohio
- Region 5, TBD, Indianapolis, Ind.
- Region 6, March 31-April 1, Minneapolis, Minn.
- Region 7, TBD, St. Louis, Mo.
- Region 8, April 29 weekend, Oklahoma City, Okla.
- Region 9, April 29 weekend, Denver, Colo.
- Region 10, March 31-April 1, Kennewick, Wash.
- Region 11, April 7-8, Universal City, Calif.
- Region 12, March 31-April 1, Memphis, Tenn.

**OTHER BUSINESS: REGIONAL DIRECTOR CAUCUS**
Brewer reported that the following RD committees and committee leaders:
- Regional Funding, headed by Corry.
- Remapping, headed by Isaacs/Brewer.
- Mark of Excellence Awards, headed by Hurley.
- National Convention Programming, headed by McAfee/Govier.
- Contests, headed by Roth.
- Regional Director Handbook, headed by Fisher.

Carlson accepted the recommendations and made the above appointments.

**BOARD ORIENTATION**
Robert Lystad of Baker & Hostetler presented the Board Orientation and reviewed the responsibilities and duties of board members. He instructed board members to read and become familiar with the mission of the Society. He explained the board member duty of care and duty of loyalty.

**ANNOUNCEMENTS**
Carlson announced that former Region 6 Director Dave Aekens will serve as chair of the Legal Defense Fund.

Carlson also will be appointing a standing Audit Committee that will independently oversee the annual financial audit of the organization.

Carlson also will be appointing an Ad Hoc Programs and Services Committee. This committee will examine all organizational activities and make recommendations concerning new programs and changes to existing programs and services.

McAfee expressed a willingness to serve on the Audit Committee. McDonough expressed a willingness to serve on the Ad Hoc Programs and Services Committee.

**ADJOURNMENT**
There being no further business to come before the board, Carlson declared the meeting adjourned at 8:50 a.m.
MEMORANDUM

DATE: March 27, 2006
FROM: Dave Carlson, President
SUBJ: REPORT OF THE PRESIDENT
FOR: Board of Directors

You will notice that we have an agenda packed with important items.

Our Society is cruising along, but cruising along is not good enough. We still need to address issues with our governance system and with membership.

I will be asking you at this meeting to help change the way we elect our national leaders, to make it so that all SPJ members have a voice.

As we all know, SPJ is built on a chapter system. It is the chapters that send delegates to the national convention, and those delegates elect our officers. But 39 percent of our professional members live in areas without a professional chapter. That means at least 39 percent have no say whatever in who leads the Society. That’s just not fair.

The current system also disenfranchises any chapter that is unable to send delegates to the national convention. In 2005, 72 of our campus chapters were eligible to send delegates, but 34 were represented. That means less than half of our campus chapters -- 46.5 percent -- had a voice in our 2005 elections. That’s not fair.

Even more inequitable is the existing system ensures that our national leaders are elected by a very small percentage of SPJ members. Our last two presidents, myself included, were elected by less than 200 voters. That’s slightly more than 2 percent of our members, and that’s just not right.

To make the change, the SPJ Bylaws must be amended, and that can be done only by the delegates to the national convention. I will ask you to approve sending a bylaws amendment to the floor of the Chicago convention next August.

It’s called the One Member, One Vote Plan, and I believe this amendment is vital to the future of our Society.

The amendment seeks to change only the method by which we elect our national officers. The rest of our governance system would remain untouched. Amendments to the bylaws and resolutions still would be debated and decided by delegates at the convention.

To reiterate, I am not asking the board to approve the amendment. Only the convention delegates can amend the SPJ Bylaws, so I am asking the board just to send this to the floor and give the delegates the opportunity to consider the issue.

You also will notice on the agenda a proposal to update the processes by which we nominate and vet the winners of SPJ’s national awards.

As you may know, there was some dissent among our members about the awards we made last year to Judith Miller of the New York Times and Lisa Madigan, the Illinois attorney general. I asked Awards and Honors Chair Guy Baehr and the headquarters staff
to come up with a plan that would help us get more nominees and then get wider input about those nominees.

Guy and the staff, as always, more than arose to the task. If you approve these measures, all SPJ members will have a chance to voice their opinions about nominees.

A preliminary version of the changes was approved by the executive committee at our meeting in Memphis last January. We did that so we could get something in place before this year’s awards season, but I think the full board should be involved in the final decision.

On other fronts, membership numbers are a concern. As of March 24, we had 9,405 members on the roster. That’s down from 9,957 a year ago, a loss of 5.4 percent in one year.

That is a frightening trend, and we are taking steps to find out what’s up. At my request, Membership Chair Mark Searp and his committee have been making calls to members who did not renew. Mark has promised a special report in time for the board meeting.

If there is any consolation to be had, SPJ is not alone in the downward trend. Other members of the Council of National Journalism Organizations are experiencing losses as well. Some of them told me at CNJO’s January meeting that they are down as much as 10 percent.

Financially, we are in good shape, despite the membership numbers.

Thanks largely to the efforts of Terry Harper and the headquarters staff, we are on sound financial footing. We’re watching our pennies and managing to hold costs below what is budgeted.

We also have hired a new webmaster and a communications manager to help us improve our internal and external communication. You can read more about those in Terry’s report.

On the student press front, there have been a number of serious issues beyond the Hosty v. Carter case that the Supremes sadly have declined to hear.

Most visible is the replacement of a faculty member who advised the student newspaper for some 30 years at Ocean County Community College in New Jersey. The adviser and students claimed it was an administration attempt to quiet a critical student publication. College officials claim the adviser was not keeping pace with the times. I appointed an SPJ task force chaired by Paul Schreiber to visit OCC and make a report on the situation. As of this writing, the report was not complete.

Regarding the federal shield law proposals, there is not much action. It appears at this point that there will not be any hearings, let alone any votes, before the summer recess, if at all in 2006.

The executive committee has been active in releasing statements on various journalism issues, and I have been in touch with several editors including Richard Bergenheim at the Christian Science Monitor on the Jill Carroll situation.

As for my personal activities as president, I am devoting considerable effort this year to expanding our outreach to journalists in other countries. SPJ is in an excellent position to help move journalism forward in other parts of the world.
Many nations, especially in Latin America, have no freedom of information laws, and very few of them have any code of ethics to guide journalists and journalism organizations. I am doing what I can to change that.

Since I was sworn in last October, I have traveled to South Korea and to the Dominican Republic. I plan to make trips later this year to the Czech Republic, Poland, and Bosnia-Herzegovina, all to promote the ethical practice of journalism and FOI laws.

Victories are beginning to come. One Dominican news organization has accepted the SPJ Code of Ethics as its own. That makes it the first newsroom in the Dominican Republic to adopt an ethics code.

With the help of Dan Kubiske, co-chair of our International Journalism Committee, I’ve established contact with the incoming president of the Inter American Press Association, which is Latin America’s equivalent of our NAA, and we are expecting an invitation to make the first-ever ethics presentation at an IAPA convention next October in Mexico City.

I also wrote an op-ed piece about the pending sale of Knight Ridder and worked with the NorCal Chapter on a statement that we released jointly. The gist of the op-ed was that profits are becoming more important than journalism, and when that happens, democracy is at risk. With the help of Beth King, our new communications manager, it was published in about a dozen places including the St. Petersburg Times and Florida Today.

I have made several chapter visits, including the traditional jaunt to Ft. Worth, and dedicated an SPJ Historic Site in Journalism. If you want the details on my travels, check out my blog, Where’s the SPJ Prez?, at http://spjprez.blogspot.com.
MEMORANDUM

DATE: March 15, 2006
FROM: Mead Loop, VPCCA
SUBJ: CAMPUS CHAPTER AFFAIRS’ REPORT
FOR: Board of Directors

Two issues have dominated national discussion and SPJ’s focus: Hosty and the removal of advisers to student publications.

The U.S. Supreme Court decided not to review the lower court decision extending Hazelwood to college campuses, which has the effect of making bad law for public schools bad law on college campuses in three states.

President Carlson and I were quick to issue public statements http://www.spj.org/news.asp?ref=551 lamenting the decision by the court not to review. In an attempt to move forward rather than react, we attached to a news release a statement that the Executive Committee endorsed in January and one in which the Student Press Law Center and College Media Advisers also endorsed. Neil Ralston, SPJ Campus Adviser at Large, and I developed this statement, and we ask for the full board’s consideration and adoption:

"Student media are designated public forums and free from censorship and advance approval of content. Because content and funding are unrelated, student media are free to develop editorial policies and news coverage with the understanding that students and student organizations speak only for themselves. Administrators, faculty, staff or other agents shall not consider the student media's content when making decisions regarding the media’s funding."

The other disturbing trend is the removal of college newspaper advisers as a way for administrators to rebut censorship claims. Although the Society does not take up the cause of each removal, it did, at the urging of longtime member Guy Baehr, comment and question the removal of an adviser for 35 years at Ocean County College in New Jersey. Karen Bosley, who has been nominated for the College Media Advisers Hall of Fame, kept her teaching job at OCC but was removed from advising the newspaper.

The college president argued that Bosley was slow to adopt new technology and that errors in the paper warranted her removal. Local media, including the Asbury Park Press, covered this aggressively and quoted President Carlson, Baehr, the president of New Jersey Pro and me. An SPJ task force is investigating, but at the end of the day, the tactic of removing advisers appears to be increasing and increasingly effective.
MEMORANDUM

DATE: March 31, 2006
FROM: Chris Vachon, Associate Executive Director
SUBJ: PROGRAMS
FOR: Board of Directors

2006 SPJ Convention & National Journalism Conference

Fundraising
- $10,000 from Reuters
- $7,500 from CMP Media
- $5,000 from Chicago Tribune Foundation

Call for Programs
- We received over 100 proposals.
- 47 proposals were selected from the Call for Programs to serve as our professional development sessions.
- There will be a total of 68 programs will be offered.

Programming
We are increasing the number of programs offered from 54 (in 2005) to 68 (in 2006) and we are doing this by offering programs on Sunday morning.

The Working Press
- Will be printed by the Northwest News Group.
- Interns will be selected in May.

Fees
- Prior to 7/24/06:
  Student-member $110
  Student-nonmember $160
  Pro-member $160
  Pro-nonmember $260
- Meal Events
  Opening Night Reception $60
  MOE Lunchcon $45
  Banquet $65

Schedule for Board Members
- Wednesday, August 23
  Board Meeting, 1-5 pm
  Kick Off Reception, 6-8 pm
- Thursday, August 24
  SDX Foundation Board Meeting, 11 am-1 pm
  Registration Opens, 10 am-6 pm
Sessions Begin, 1-5 pm
Opening Night Reception, 7-10 pm

- **Friday, August 25**
  Opening Business Session, 8-8:45 am
  MOE Awards Luncheon, Noon-2 pm
  Regional Meetings, 4:45-5:45 pm
  LDF Live Auction/Reception, 6-7:30 pm

- **Saturday, August 26**
  Business Meeting, 4:45-6:15 pm
  President's Banquet, 7:30-10:30 pm

- **Sunday, August 27**
  Board Meeting, 9-11 am

Action Items Needed from Board
- Make your hotel reservation (via www.spj.org)
- Register for the conference (via www.spj.org)

**2007 SPJ Convention & National Journalism Conference**
- Hyatt Regency Washington, DC
- October 4-7

**Ted Scripps Leadership Institute**
- Received $50,000 grant, again, from Scripps Howard Foundation.
- Set for June 9-11 in Indianapolis.
- 50 applicants selected.

**SPJ/Bloomberg Journalism Training Program**
- We have trained 850 journalists
- We have conducted 28 programs
- We have added 2 new modules (for a total of 8 modules)
  - Covering Multicultural Communities
  - Broadcast Writing

**Narrative Writing Workshops**
- Full day Saturday workshops with Tom Hallman, Jr.
- Schedule is as follows:
  - Indianapolis – April 29
  - Kalamazoo – May 13
  - Missoula – June 10
  - St. Louis – June 24
  - Washington, D.C. – July 15
  - Atlanta – July 29
- Cost: $35 for members, $50 for non-members
- Pre-registration required – only 40 slots available
MEMORANDUM

DATE: March 31, 2006
FROM: Joe Skeel, Editor
SUBJ: QUILL REPORT
FOR: Board of Directors

As you have hopefully noticed, Quill has undergone a transformation of sorts since the board meeting in Las Vegas. We have had an issue that focused on the broadcast industry, a career guide and our annual ethics issue. Here is a brief recap of what has happened since the last meeting and some of the things on the horizon.

REDESIGN
Quill is now being printed by IPC Print Services in St. Joseph, Mich. After sending out for print bids in the fall of 2005, I discovered we were paying a premium price with our previous printer. IPC offered prices so much lower than what we were paying Banta, we are now able to have 16 pages of full color and spot color throughout the rest of the magazine for a little less than we were paying Banta for all black and white. The end result is more color for less money. In addition to color, Quill has undergone a facelift. A lot of the content is the same, but the presentation is much different. We have eliminated the chunky headers that used to adorn each column. This has allowed us to create more space to promote our programs and drive traffic to the Web site.

CONTENT
We have reorganized our columns (diversity, FOI, ethics, etc.,) into a “toolbox” section. Each writer in this section is now charged with contributing “how-to” pieces. For example, Joel Campbell and Charles Davis are using parts of our Bloomberg FOI training module. Fred Brown is doing the same with his ethics piece. You may have also noticed a change in our international section. We are no longer relashing old news from around the world. Instead, we are using this opportunity to educate our members about places around the globe and what journalists there face. Another new feature is “Ten.” Each month Quill has a 10-question Q&A with interesting people in the media, some famous and some not so famous but with cool jobs. Our first feature was Nina Totenberg of NPR. Others have included Jim Romanowski and Kai Ryssdal of Marketplace.

FUTURE PARTNERSHIP
SPJ and Jon Marshall of Northwestern University have reached an agreement to use Marshall’s blog “News Gems” on our Web site. News Gems highlights the best work in journalism each day. This information will also be used for a regular column in Quill, providing “best practice” examples and inspiration.
MEMORANDUM

DATE:        April 22, 2006
FROM:    Heather Porter, Programs Coordinator
SUBJ:  AWARDS STAFF REPORT
FOR:     Board of Directors

Sigma Delta Chi Awards
- This year, 1,139 entries were received for the SDX Awards, a 7.8% decrease in entries from last year. The average number of entries for the last three years has been 1,244.
- In the deadline reporting categories, entries were lower than last year. I have been wondering if it's because some media outlets felt their coverage of other breaking news issues could not compete with breaking news reporting of Katrina and chose not to enter.
- Comments and suggestions are included in the following pages.

SDX Awards Banquet
- The banquet will be held at the National Press Club in Washington, D.C. on Friday, July 14.
- We will be having the video presentation produced out of house like last year. I am hoping the same guy will complete the project.

Mark of Excellence Awards
- 3,143 entries were received this year, a 0.16% increase from last year. The average number of entries for the past three years has been 3,181.
- The magazine categories had the largest increase with 16.1% more entries.
- Online categories received 23 more entries than last year, an increase of 14.5%. I believe we should still look at ways to increase entries in this area OR remove the online categories (except the Best All-Arounds) and allow stories that appeared online to be entered in the regular newspaper categories.
- Comments and suggestions are included in the following pages.

Green Eyeshade Awards
- 450 entries were received this year, 1 more than last year.
- The Green Eyeshade Banquet will be May 6, 2006 at the James H. Floyd Building in Atlanta.

New America Award
- Very few entries were received this year, despite increased marketing efforts, a new brochure design and a deadline extension.
- The criteria and information presented to the public for this award should be re-examined to make sure we are presenting the award in the best possible light.
- I would recommend the Diversity Committee seek out nominations for this award based on work they may have seen the previous year. Similar to the way we've included the committees in the SPJ National Honors selection process.
Awards Suggestions

ALL AWARDS
Suggestion: Add a line to brochures/Web that states entries will only be accepted from the United States and its entities.
Reason: I have had calls and e-mails from journalists in Canada, London and Australia wanting to submit entries.

Suggestion: Specify that entries must be in English.
Reason: A couple of entries were submitted in Spanish or were only partly English making it difficult, if not impossible, to judge.

Suggestion: Add "Entries will not be accepted via e-mail or fax."
Reason: The quality is poor via fax and we often don’t have the capabilities to view and/or print the entry if submitted through e-mail.

MOE
Suggestion: change wording to read, “The fee of $9 for SPI members or $18 for nonmembers PER ENTRY.
Reason: Numerous students submitted one $9 or $18 entry fee for all entries submitted regardless of the quantity.

Suggestion: Make sure the dates requested for Best All-Around Newspaper categories are a Monday, Wednesday and Friday date.
Reason: This year, the dates were all on a Friday or Monday. Advisers and editors said those are usually the smallest papers of the week and don’t give a good representation of the sample or include some feature and/or special sections.

FYI: I had a few complaints this year about the amount we charge for students to enter the MOE contest. I don’t see $9 and $18 as being unreasonable, but some advisers think this it is prohibitive for smaller schools or schools that have students from families in a lower income bracket. The majority of these complaints were from advisers in Region 12.

SDX
Suggestion: Clarify "each entry may be submitted in only one category"
Reason: Work is being submitted in the Web categories that was also submitted in print, radio, or TV.

    Change wording to, “Each entry may be submitted in only one category. Entries submitted in print, radio, TV or other categories may not also be submitted in online categories.”

Suggestion: we “strongly suggest entries be no larger than 11x17” Let’s make this an entry requirement.
Reason: Entries submitted that are larger than 11x17 present problems for shipping and are usually bulky, heavy and unmanageable.

    Change wording to, “Make sure your entry is not unwieldy. Your entry, including portfolios, folders, binders, etc. may not exceed a size of 11x17”
MOE Regional % Change

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Region 9 had the biggest increase in entries with an 88.79% increase.

Region 12 had the biggest decrease in entries with a 47% decrease. We were contacted by multiple schools in the state of Louisiana saying they had not received MOE brochures in the mail. These people were on our mailing list. The mail house was contacted and notified of the delivery failure. They claim the mailing list did not kick out any bad addresses and the mailing was carried out as directed. The schools that contacted us were given extensions on the deadline if it was possible.

MOE Judges Feedback

From Mr Allen
I have three thoughts based on my judging of three categories.
1) I think it is difficult, if not unfair, to judge a major large-population school paper against a small school. It is why the NCAA has divisions for sports teams.
2) I think one big criterion for judging should be "Does this tell me something I don't know and need to know?"
3) I don't think it is fair to have writing/reporting categories include work students have done as interns. There should be a separate category. Someone whom I judged a winner could not miss, but she had the support, guidance and editing of one of the nation's major newspapers behind her.

From David Heiss
As someone who has entered contests, it makes you a little more compassionate about what you read when you're judging someone else's stuff. I also noticed that I balanced opposing opinions of others on my panel who may not have agreed in the same way on the quality of the writings we reviewed.

From Lori Busel
I was a judge for the best overall magazine category and would suggest that in future rules SPI limits the number of issues a school can submit in that contest. Some sent in only a couple while others sent in nearly a half dozen. It made the entries difficult to compare because some had several issues with a large range of coverage while others chose their most dynamic two issues.

**This year was the first year we asked schools that publish more than once a year to submit ALL issues published in the previous year, not just 2 issues**
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</tr>
<tr>
<td>38: Online Sports Reporting</td>
<td>33</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>39: Online Opinion and Commentary</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>40: Best All-Around Online Newspaper</td>
<td>16</td>
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<td>41: Best All-Around Online Magazine</td>
<td>11</td>
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<tr>
<td>42: Best All-Around Online Broadcast</td>
<td>8</td>
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<td>43: Best Online Independent Publication</td>
<td>6</td>
<td></td>
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</table>

MOE Awards Information TOTAL: 3143

Updated: March 31, 2006

Year 2006 contest included category eliminations and combinations lowering the total # of categories to 43
## 56th Annual Green Eyeshade Awards

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>CATEGORY TITLE</th>
<th>Daily (A)</th>
<th>Weekly/Monthly (B)</th>
<th>Market</th>
<th>Category Totals</th>
<th>Subtotals</th>
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<td>3</td>
<td>Feature</td>
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<td>5</td>
<td>Sports Commentary</td>
<td>13</td>
<td>6</td>
<td></td>
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<tr>
<td>6</td>
<td>Business Reporting</td>
<td>26</td>
<td>11</td>
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<td>7</td>
<td>Investigative</td>
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<td>8</td>
<td>Criticism</td>
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<td>10</td>
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<td>9</td>
<td>Editorial</td>
<td>19</td>
<td>4</td>
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<td>10</td>
<td>Humorous Commentary</td>
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<td>11</td>
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<td>11</td>
<td>Serious Commentary</td>
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<td>12</td>
<td>Photography</td>
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<tr>
<td>13</td>
<td>Editorial Cartooning</td>
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<td>1</td>
<td></td>
<td>13</td>
<td></td>
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| 14          | General News Reporting (TV)            | 12        | 12                 |        | 12              |          |
| 15          | Feature (TV)                           | 12        | 12                 |        | 12              |          |
| 16          | Sporting Reporting (TV)                | 3         | 3                  |        | 3               |          |
| 17          | Sports Commentary (TV)                 | 4         | 4                  |        | 4               |          |
| 18          | Business Reporting (TV)                | 9         | 9                  |        | 9               |          |
| 19          | Investigative (TV)                     | 3         | 3                  |        | 3               |          |
| 20          | Documentary (TV)                       | 3         | 3                  |        | 3               |          |
| 21          | Photography (TV)                       | 6         |                    |        | 6               |          |

| 22          | General News Reporting (Radio)         | 6         | 6                  |        | 6               |          |
| 23          | Feature (radio)                        | 17        | 17                 |        | 17              |          |
| 24          | Sporting Commentary (radio)            | 5         | 5                  |        | 5               |          |
| 25          | Sports Commentary (radio)              | 0         | 0                  |        | 0               |          |
| 26          | Business Reporting (radio)             | 8         | 8                  |        | 8               |          |
| 27          | Investigative (radio)                  | 2         | 2                  |        | 2               |          |
| 28          | Documentary (radio)                    | 5         |                    |        | 5               |          |

| 29          | General News Reporting (OL)            | 12        | 12                 |        | 12              |          |

Subtotals:
- Daily (A): 251
- Weekly/Monthly (B): 107
- Market (D): 92
- Total: 450

MEMORANDUM

DATE: April 20, 2006
FROM: Beth King, Communications Manager
SUBJ: COMMUNICATIONS MANAGER STAFF REPORT
FOR: Board of Directors

The first three months in office have been busy, yet productive. This report has been broken down by internal and external communication activities to provide a clear snapshot.

Internal Communication

- **SPJ Leads:** Working with other journalism groups and President-Elect Christine Tatum and Tom Henderson, an increased number of items have been included in the weekly e-newsletter. Membership coordinator, Kevin Schweikher has offered assistance in producing the e-newsletter.

- **New membership cards:** Following the board’s recommendation to invest in membership cards that mimic a credit card or driver’s license, we have investigated and budgeted for various options, including the purchase of a specialized printer and thicker cards with the SPJ logo.

External Communication

- **Vocus PR Solution:** In February, we signed a one-year contract with Vocus On-Demand Software. This online system enables press releases, Society statements and other membership communication to be sent with customized lists and detailed tracking. Future plans include merging IMIS into the Vocus system to enhance membership communication.

- **SPJ Report:** Beginning with the March Quill issue, SPJ Report now carries relevant chapter news along with a short feature on a member who is getting the most out of SPJ.

- **Narrative Writing Workshops:** To promote the six upcoming workshops, Communications and Programs worked with Web master, Billy O’Keefe to develop postcards and a Web presence. Registrations are being processed for the April 29 program in Indianapolis.

- **Internship Program:** To increase the amount of candidates, we posted our opportunities on four Web sites that connect students and organizations. Additionally, we ran blurbs in SPJ Leads and e-mail blasted information to SPJ and PRSSA student chapter advisors to share with students. There were 22 applicants for the 2006 Archibald Communications Internship.
MEMORANDUM

DATE: March 31, 2006
FROM: Kevin Schweikher, Membership Coordinator
SUBJ: MEMBERSHIP UPDATE
FOR: Board of Directors

Statistics
- In 2005, membership grew 4.55%, a gain of 416 members.
- In 2004, membership declined 2.3%, a loss of 229 members.
- In 2003, membership grew 1.58% a gain of 158 members.
- Between March of 2001 and March of 2006 membership has grown 3.2% a gain of 293 members.

SPJ's largest region is Region 1 with 1,429 members. The second largest region is Region 11 with 1,305 members. The region with the largest growth in membership between March 2005 and March 2006 is Region 9 with a 24.3% gain of 84 members.

Member Acquisition
Online applications for membership have increased 34.5% since 2003. Between December 2005 and March 31, 2006 530 online applications were submitted. Chapter recruitment drives, including discounted memberships, resulted in a gain of 75 new members in 2005.

Member Retention Plans
Membership expectations are not being met which encourages members to drop out. A survey of members when they join online is being developed. Plans are to incorporate a quick check box survey of a prospective member after they have submitted an online application to see what their expectations are from an SPJ membership.

Membership Communication
Letters are sent out monthly to members on the third month anniversary of their membership. These letters have helped clean up contact information. Between 2003 and March of 2006 9,302 three-month welcome letters have been mailed out.

Twice a year – in April and November – student members about to graduate are contacted to get updated post graduation contact information. In 2004, 586 students were contacted before graduation for updated contact information; 394 (67.2%) responded with updates. In 2005, 618 students were contacted; 416 (67.3%) responded with updates.

Chapter Communications
At the suggestion of Membership Chair Mark Searp a booklet of eight basic rules for chapters to follow to remain in good standing has been developed by Mark and Headquarters Staff. This booklet will be included in the mailing of annual report forms to chapters.

Staff quarterly reviews contact information for chapter leaders in the database. Updates to website contact information are made ASAP after headquarters is notified of a contact change.
MEMORANDUM

DATE: April 20, 2006
FROM: Julie Grimes, Associate Executive Director
SUBJECT: Staff Report
FOR: Board of Directors

When I joined the SDX Foundation as associate director in the fall of 2005, I was excited about the possibilities for the Foundation and for me personally. As I become more comfortable with Foundation activities, I continue to remain excited about the many opportunities of the Foundation to impact the journalism profession.

I have divided this report into categories of activity. I look forward to your comments and feedback.

DEVELOPMENT

Each month, board members receive giving reports outlining the previous month’s giving history. I have been very pleased with board involvement in recognizing and thanking our supporters. Individuals receive official acknowledgements each week through the office, but the personal contact made from one volunteer to another is an outstanding addition to our program.

Last fall, my first priority with regards to development was to gain an understanding of the Foundation’s giving history and donor base. I spent significant time reviewing computer records and developing gift entry procedures to ensure that information could be accurately extracted.

Below is a 2005 giving summary. The report notes total gifts received for the year. Following the giving summary are details for specific campaigns taking place during the past year, along with plans for Fiscal Year 2007 (Aug. 1, 2006-July 31, 2007).

Giving Summary (Jan. 1, 2005-Dec. 31, 2005)

<table>
<thead>
<tr>
<th>Program</th>
<th>Responses</th>
<th>Contribution Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Fund</td>
<td>278</td>
<td>$25,925.66</td>
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<tr>
<td>Kees Memorial Fund</td>
<td>73</td>
<td>$12,585.00</td>
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<tr>
<td>Specified Gifts</td>
<td>18</td>
<td>$296,849.74</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>369</td>
<td>$335,360.40</td>
</tr>
</tbody>
</table>

- Note: Specified gifts are gifts to the Foundation for specific programs. Examples include: SPI/Bloomberg Training on the Go; Ted Scripps Leadership Training Institute grant; Fred I. Archibald bequest; scholarship trust payments; chapter scholarship gifts; gifts toward regional conference programs and chapter programs; and gifts from individuals that are set aside for specific purposes not outlined in the Foundation’s annual fund program.

End of Year Mailing

In November, 2005 donors received a letter thanking them for their commitment to the Foundation and its work. The body of the letter included quotes from individuals who benefited from the Foundation’s programs. The mailing included an opportunity to make an additional contribution to the Foundation. This was a successful outreach
for us, with 300 letters mailed and 28 responses. This effort yielded $3,770 in gifts and identified at least three individuals to approach about specific, future gifts toward the Foundation’s work.

Mini-case Mailings
In April 2006, professional SPJ members, news industry leaders and a segmented group of newspaper executive editors will receive the final in a series of mini-case mailings. This outreach emphasizes the Foundation’s ethics programs and is timed to coincide with SPJ’s Ethics in Journalism Week. These mini-case mailings have been used to educate donors and prospects about each of the Foundation’s core areas of activity: freedom of information, education, diversity and ethics.

Below is a summary of results from the previous three mini-case mailings. In each case, approximately 5,000 pieces were mailed.

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Date</th>
<th>Responses</th>
<th>Response Rate</th>
<th>Total</th>
<th>Average Response</th>
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</thead>
<tbody>
<tr>
<td>Education</td>
<td>11/04</td>
<td>64</td>
<td>1.28 %</td>
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<td>$100.55</td>
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<tr>
<td>FOI</td>
<td>02/05</td>
<td>73</td>
<td>1.46 %</td>
<td>$7,130</td>
<td>$97.67</td>
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<tr>
<td>Diversity</td>
<td>06/05</td>
<td>28</td>
<td>.56 %</td>
<td>$1,650</td>
<td>$58.93</td>
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</table>

Annual Fund Progress
The goal for the 2006-07 annual fund campaign is $30,000. To date, the Foundation has received $13,476.91. This campaign will close on July 31, 2006. The ethics mini-case outreach described above as well as the giving campaign attached to the annual report mailing in May should bring us close to the $30,000 goal.

The general outline for the 06-07 Annual Fund Campaign is a part of the 06-07 budget proposal.

Personal Visits
This spring and summer, I plan to visit Foundation friends in Atlanta and Texas. Included with these trips will be participation in a Narrative Writing Workshop and an SPJ/Bloomberg Training on the Go program. Each of these trips will include a visit with a member of the 1909 Society, the Foundation’s planned giving society.

I also am considering an additional visit to Louisville, Ky.

COMMUNICATIONS
An early priority in the communications area was to review the Foundation’s Web site and outline plans for a new site, scheduled to launch later this year with SPJ’s site redesign. That outline will be reviewed this weekend by the Communications Committee.

Preparing and distributing the annual report remains a priority in this area. As of this report, the copy has been completed and design options are under consideration. The distribution goal for this report is middle to late May.

Ongoing in this area is a monthly Quill feature related to Foundation-funded projects and activities: The following stories have been published to date:

April 2006: Eugene S. Pulliam First Amendment Award feature
March 2006: Hurricane Katrina Emergency Relief Grants feature
Jan./Feb. 2006: Ethics in Journalism Week Programming Grants feature
Each issue of Quill magazine also contains an SDX house ad. A priority this summer will be to plan a new, yearlong house advertising campaign focusing on Foundation work and giving opportunities.

Another opportunity for Foundation awareness is through SPJ Leads, the Society’s weekly e-newsletter. An effort will be made to include short, feature pieces for future issues of this newsletter.

GRANTS AND AWARDS PROGRAMS

Grants
The first step with the Foundation’s grant program was to update the status of all active grants. You will find grant status reports in the board packet for this meeting.

Throughout the year, I maintain contact with active grant recipients to ensure that programs are underway.

For consideration at this meeting, the Foundation received nine grant requests from SPJ and six grant requests from other organizations. In addition to grants funded at this meeting, in 2006-07 the Foundation will fund three grants from previous year commitments. Those include: sponsorship of a survey for the University of Georgia Foundation ($3,000); sponsorship of NCEW’s Minority Writers Seminars ($20,000); and the NFOIC 2006 annual conference ($5,000).

Eugene C. Pulliam Editorial Writing Fellowship
The 2005-06 recipient of the Foundation’s editorial fellowship is progressing in her work. Kate Riley of The Seattle Times just completed an anthropology course, and in April she began a leave of absence from her job. She will focus fulltime on her studies of the Kennewick Man and the relationship between scientific study and Native American culture. Riley plans to contribute an article to Quill magazine later this year.

Riley is the first recipient of the increased $75,000 fellowship and must show plans to publish a portion of her work upon conclusion of the year-long fellowship.

The Foundation will continue its sponsorship of a luncheon as part of the National Conference of Editorial Writers annual convention. The fellowship is presented each year during this luncheon, and the Foundation seeks to raise awareness of the fellowship among editorial writers.

The deadline for applications for the 2006-07 fellowship is July 1. To date, we have completed a mailing to all members of NCEW. The fellowship also was promoted through an article in NCEW’s quarterly newsletter. Information is available at spj.org and has been publicized in SPJ Leads. A targeted outreach also took place to editorial writers and top editors using Vocus, a leading communications software package.

Eugene S. Pulliam First Amendment Award
The application deadline for this award is July 1. To promote this award, an article was included in the April issue of Quill magazine, and full page ads have run in the magazine throughout the spring. All state open government coalitions will be contacted about this award, as well as contacts through the National Freedom of Information coalition. SPJ’s FOI Committee Chairs also are being asked to make nominations for this award.

ETHICS CAMPAIGN
Last year, the Foundation received a grant from the Ethics and Excellence in Journalism Foundation to develop a strategic plan to focus the organization’s ethics efforts and launch a national ethics campaign.
The first draft of that plan has been delivered to the executive committees of SDX and SPJ and the Foundation projects committee for review and comment. The next steps will be to develop the message of the campaign; prioritize campaign activities; and develop a fund raising plan for the campaign.

A copy of the plan draft is included in this board packet.

**STAFF DEVELOPMENT**

In January, I attended a Principles and Techniques of Fund Raising course through The Fund Raising School at IUPUI. This was an intensive, five-day program full of information and tools that I immediately put to work for the Foundation.
MEMORANDUM

DATE: April 13, 2006
FROM: Terry Harper, Executive Director
SUBJ: BUDGET FOR FISCAL YEAR 2007
FOR: Finance Committee; Board of Directors

INTRODUCTION
Enclosed is the proposed budget and supporting documentation for the Society of Professional Journalists for the fiscal year ending July 31, 2007.

It is important to remember that the budget is a management tool, albeit an important one, but a tool nonetheless. The numbers presented herein represent staff’s “best guess” based on fixed expenses, historical data and projected trends.

I have further refined the budgeting process to consolidate individual programs under a larger functional area of operation. They are:

- Training and Professional Development
  - Convention, Narrative Writing Workshops, Newsroom Training (formerly SPJ/Bloomberg), Scripps Leadership Institute, JournalismTraining.org, Reporters Institute (new in 2007), and other.
- Educational Programs
  - Ethics in Journalism Week and other
- Awards
  - Sigma Delta Chi, Mark of Excellence, Green Eyeshade, and General
- Membership
- Publications
  - Quill, The Journalist
- SDX Foundation Management
- Management and General

A composite view is presented, but the real insight is gleaned by seeing how expenses are allocated across various programs.

BUDGET PROCESS
Each department head prepared the preliminary budget for his or her department. The draft was reviewed by the associate executive directors to identify any potential gaps. The department head then met with the controller to “defend” their assumptions. Once everyone was comfortable with the direct program costs, remaining expenses were allocated based on the amount of personnel costs devoted to the program.

SIGMA DELTA CHI FOUNDATION
Since fiscal 2003, the Sigma Delta Chi Foundation has been reimbursing the Society for administrative work done on its behalf. We will continue to pay staff and interns through SPJ’s payroll to save the Foundation the added expense of setting up and maintaining a separate payroll system.

The Foundation reimburses the Society for direct expenses paid on its behalf (e.g., payroll) on a periodic basis throughout the year with the allocated expenses being paid at the end of the year when all the numbers are in.
For Fiscal 2007, the following grant requests have been submitted to the Foundation:

- Newsroom Training (formerly SPJ/Bloomberg) ........................................... $27,000
- Narrative Writing Workshops ................................................................. 31,440
- Reporters Institute (new) ................................................................. 35,000
- Webcasting Project (new) ................................................................. 7,060
- Mark of Excellence Program Support .................................................... 12,480
- 2007 Regional Conference Programming ............................................. 6,000
- National Convention Education .......................................................... 41,700
- Ethics in Journalism Week ................................................................. 22,720
- Sigma Delta Chi Awards DVD ............................................................ 40,320
- **TOTAL** ........................................................................................... $223,720

SPJ has been able to stretch the funds it has received from Bloomberg to last well into fiscal 2007. Hopefully, SPJ will be successful in securing another funding/programming partner, but, if not, we will still be able to deliver this valuable program.

I encourage everyone to review the full grants and awards packet which is available on the Web site for complete details on all of the above grant requests.

The Foundation’s Grants and Awards Committee has recommended funding on all requests except the Sigma Delta Chi Awards DVD which has been deferred until the meeting. For that reason, the DVD project is not included in this budget proposal.

**OTHER GRANT REVENUE AND NOTES**

Included in the budget is a projected grant from Scripps Howard Foundation in the amount of $50,000 to fund the Ted Scripps Leadership Training Institute.

The budget also includes a projected grant for $60,000 from the John S. and James L. Knight Foundation to continue funding for JournalismTraining.org.

**TRAINING AND PROFESSIONAL DEVELOPMENT**

*Convention:* Sponsorship revenue from outside sources for the 2006 conference is budgeted very low at $22,500 which represents what we have committed thus far. We are finding Chicago to be a tight-fisted city. If we are able to wring out more dollars, that will only help the bottom line. Convention revenue also includes a $41,700 SDX Foundation programming grant.

*Narrative Writing Workshops and Newsroom Training:* The first narrative writing workshop will take place on April 29 in Indianapolis, the last in Missoula, Mont. on July 29. We anticipate conducting four more in fiscal 2007. The Newsroom Training, as mentioned earlier, is the continuation of the program developed with Bloomberg.

*Scripps Leadership Training and JournalismTraining.org:* Direct costs for the Scripps Leadership Training program are largely funded by a grant from the Scripps Howard Foundation. Allocated expenses account for the remaining expenses. The same applies to JournalismTraining.org which is funded by a grant from the Knight Foundation. Allocated expenses here can be viewed as SPJ’s contribution for the good of the profession.

The JournalismTraining.org budget shows a projected new grant in the amount of $60,000. We anticipate this new grant will total $120,000 paid over two years.
**Reporters Institute:** This is a new initiative. The institute is aimed at helping young, professional journalists achieve new levels of success. It is dedicated to increasing the understanding of and improving the practice of journalism. The multiple-day, immersion program will provide in-depth training for professional journalists during their first three years on the job. Training will focus on SPJ's mission areas of freedom of information, ethics and diversity as well as newsroom culture and skills building. In fiscal 2007, we will plan and develop the program and conduct one institute. The total cost of this program is $70,000 with half of that coming from the SDX Foundation and SPJ securing a funding partner(s) to cover the balance.

**Other Training:** This includes a new Webcasting program. The SDX Foundation will provide funding for SPJ to purchase Webcasting equipment that will be made available to chapters to record their programs for posting on spj.org. SPJ will utilize the equipment for its own programming initiatives, as well.

**Educational Programs**

**Other Programs:** This includes the chapter grant program and the Diversity Fellows. We did not include the DVD project in the budget because the grants and awards committee deferred a recommendation on it. If approved, this will have a positive net effect on the budget because of the staff costs associated with the project.

**Publications**

**Quill:** As with last year's budget, the Quill budget has been revised to include revenue from membership dues equal to the cost of printing and distributing Quill: $218,828.

Projected revenue is down from 2006 as are the projected expenses; advertising dollars are becoming harder to come by. Hats off to Joe Skeel for finding a new printer this year that costs less AND provides us with more color.

**The Journalist:** If there is an unknown quantity in this year's budget, this is it. Although stellar publications have been produced in the past two years, the project has been a huge financial dud for the SPJ. We opted to bring the publisher duties in-house to help contain expenses. There is incentive compensation for staff and the editor built into the budget conditioned upon the magazine turning a profit. The maximum amount that could be paid out is a total of $24,000. Compare this to the nearly $80,000 we paid a publisher in each of the past two years. Advertising for The Journalist has come together at the last minute the past two years, and I really don't expect it to be any different this year.

The ad reps for The Journalist also are working on Quill. We are offering packages that include both publications, so we'll see how that works out.

**Awards**

The awards budget is divided into the following: General Awards Program, Mark of Excellence Awards, Sigma Delta Chi Awards, and Green Eyeshade Awards. The General Awards Program category includes chapter awards, outstanding member awards, Wells Key Award, Fellows of the Society, First Amendment and Sunshine Awards, the New America Award and all other individual awards and special achievement recognitions.

Based on historical trends, awards are budgeted mostly flat. We are hopeful, however, that our new Vocus communications system, along with our communications manager will help boost awareness of our awards programs. That, in turn, may boost revenue. There are so very many journalism contests, however, that it is an ongoing challenge to maintain our franchise. We continue to budget funds to promote the awards and congratulate award winners.
MEMBERSHIP
Last year, we began showing the portion of annual dues attributable to cost of Quill in the magazine’s revenue column. The actual cost per subscription is $24.10. As noted above, $218,828 of dues are allocated to Quill.

In general, we are predicting a slight increase in membership revenue and membership numbers in the coming year. In 2006, we budgeted for 8,890. This year, that number is 9,080. With our the changes in our membership department, coupled with our new emphasis on outreach, I am quite comfortable with this assumption.

BOARD MEMBER STIPENDS
Stipends for board travel have been increased in each of the past two years. No further increases have been budgeted. Current stipends are:

President: ..................................................... $10,000
President-Elect: ............................................. $4,000
Secretary-Treasurer: ...................................... $3,000
Immediate Past President: .............................. $2,500
Regional Directors (12): ............................... $1,000 ($12,000 total)
Committee Chairs (10): ................................. $500 ($5,000 total)
Directors/Advisors-at-large (4): ........................ $1,000 ($4,000 total)
Vice President Campus Chapter Affairs*: ............ $4,000
Student Representatives (2)*: ......................... $1,700 ($3,400 total)

*There is no set limit on stipends for the VPCCA and Student Representatives, but the Executive Director must approve any reimbursable expenses for the people serving in these offices before the expenses are incurred. The dollar amounts listed here for VPCCA and the Student Representatives are approximations based upon historical data.

PERSONNEL
An overall four percent salary increase is included in this budget. We are utilizing part-time employees for some positions which saves the Society the costs of health insurance and other benefits. The 401(k) employer match remains at six percent although employees are not fully vested until they complete three years of service.

SUMMARY
Based strictly on cash flow, this budget projects a deficit of $69,438.38.

We have cash on hand for specific programs in this budget totaling $64,822.88.

The bottom line is a modest deficit of $4,615.50.

As you review the budget, please take into account all of the new initiatives being undertaken. We have added the Vocus communications software, NewsGems for the Web and Quill (not referenced in this memo, but in Joe Skeel’s report), not to mention the many new training resources and programs we are adding. Our budget has grown slightly over last year which is an indicator of an organization that is growing. We should all take pride in the work we are doing to improve and protect journalism.
### Proposed Budget for FY 2007

#### Composite View

<table>
<thead>
<tr>
<th>Revenue</th>
<th>$1,080,182.93</th>
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<tbody>
<tr>
<td>Contributions/Grants</td>
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<tr>
<td>Membership Dues</td>
<td>521,160.00</td>
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<tr>
<td>Advertising Revenue</td>
<td>194,145.75</td>
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<tr>
<td>Merchandise Sales</td>
<td>3,489.00</td>
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| Total Expenses                       | 1,749,620.91  |

| Net Change in Assets                 | $59,436.36     |
| Cash on Hand from Previous Year      | $64,822.88     |
| Net Change in Assets                 | $4,615.50      |
## Adopted Budget for FY 2006
### Composite View

### Revenue

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### Expenses

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### Net Change in Assets

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<td>Development</td>
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**Total Revenue:** $354,950.00
**Total Expenses:** $354,318.00
**Net Income:** $632.00

**Net Income in Accordance with GAAP:** $632.00

**Cash in Hand from Previous Year:** $511,900.00

**True Cash Outlay:** $511,900.00
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<tr>
<td>Website Expense/Maintenance</td>
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### Revenue

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<th>Writing</th>
<th>Newsroom</th>
<th>Institute</th>
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**Total Revenue**

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### Expenses

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**Total Expenses**

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### Net Change in Assets

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## Budget

**Society of Professional Journalists**

**FY 07**

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## Proposed Budget

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**FY 07**

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| Net Change in Assets                         | $55,118.94 | $20,828.00 |

| Cash on Hand Previous years                   |       |              |

<p>| True Change in Net Assets                    | $55,118.94 | $20,828.00 |</p>
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<td>Quill Subscriptions</td>
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<td>Registration Fees</td>
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<td>Management Fees - SDX</td>
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<td><strong>Total Expenses</strong></td>
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<td>Budget</td>
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<td>FY 07</td>
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<tr>
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<td>$267,156.48</td>
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**Total Expenses:** $418,708.36

**Net Change in Assets:** $162,028.84

**Cash on Hand from Previous Years:** $54,255.40

**True Cash Outlay:** $262,688.64
MEMORANDUM

DATE: March 27, 2006
FROM: Bill McCloskey, Chairman
SUBJ: BYLAWS COMMITTEE REPORT
FOR: Board of Directors

At the request of President Carlson the committee undertook to resurrect the previously set aside bylaws change impacting the voting procedure for election of officers and at-large directors.

The updated version of the proposed bylaws amendment is attached for your review.

The bylaws amendment procedure is covered in Article 14 of the bylaws:

Amendment
Section One. These bylaws may be amended by referendum or at convention as hereinafter provided.

By a majority of votes cast in convention sessions, providing that the proposal to amend and the exact wording of the amendment shall have been submitted to all chapters not less than sixty days prior to the opening date of the convention and providing that the proposal shall have been originated by convention, the board of directors, or by a minimum of ten chapters in the manner set forth in part (b) hereof. Proposed by-law amendments may be amended by the convention, provided that (1) such convention amendment is approved by two-thirds of delegates voting and (2) the convention amendment does not change or add to the general subject matter of the proposed by-law amendment. The provisions of (2) shall be enforced by the presiding officer, whose ruling may be appealed to the convention and may be overturned by two-thirds vote of all delegates.

By majority vote, as calculated under Article Nine, Section Three of these bylaws, of all chapters in good standing voting upon referendum ballot provided that more than fifty percent of the certified vote is cast. The board of directors shall specify the limits during which ballots may be cast and counted, except that this period shall not be less than sixty days.

Proposals to amend by referendum may be originated by convention where a majority favorable vote shall be necessary to send the proposal to referendum or by the board of directors upon majority vote of the members, or by a minimum of ten chapters by certifying to the executive director of the organization that such proposal has been endorsed by a majority vote of the board of the chapter.

Section Two. Amendments become effective immediately, unless otherwise specified.

Given the 60-day notice, I would recommend getting the amendment into the hands of chapter leaders by June 23 since the 60th day falls on a weekend. Also, so it does not impact voting at the 2006 convention, we have placed an effective date of September 1, 2006 to comply with Section 2.
ARTICLE SIX

Society’s Officers

Section One. The Society’s officers shall be a president, a president-elect, a vice president for campus chapter affairs, and a secretary-treasurer. The board shall establish a nominating committee which shall recommend a slate of nominees for all elected offices 75 days before the start of the national convention. Any Society member can also nominate any member as a candidate for any office open for election. All nominations must be received by the nominating committee by 90 days before the start of the national convention.

Current:
Section Two. The officers shall be elected by the convention and shall hold office between successive, annual national conventions, with the exception of the vice president for campus chapter affairs, who shall be elected for a two-year term between conventions in odd-numbered years.

Proposed:
Section Two. The officers and at-large directors shall be elected by ballots available in advance to all members. Members may cast ballots by mail, online, at the convention, or by other means approved by the board of directors. Officers shall hold office between successive, annual national conventions, with the exception of the vice president for campus chapter affairs, who shall be elected for a two-year term between conventions in odd-numbered years. Ballots may be cast up until the start of the main business meeting of the convention and shall be counted by a committee of tellers appointed by the President.

All other sections in Article Six to remain the same.
MEMORANDUM

DATE:    March 27, 2006
FROM:    Dave Carlson, President
SUBJ:    SPJ FILM PROPOSAL
FOR:     Board of Directors

This is a proposal to create a professional-quality film that would serve as an introduction to what SPJ is and what it does. This production could be shown at all sorts of events from the national convention to the SDX awards banquet and local chapter recruiting meetings.

The film would be done by the Documentary Institute of the University of Florida College of Journalism and Communications. The institute routinely wins international awards and has its films screened at Sundance and nationally on PBS.

The SPJ film would be produced by graduate students under the tutelage of the institute faculty. Length is up to us, but something in the 5- to 10-minute range is typical for this kind of production. It would be designed to be timeless enough to be useful for 10 years or more.

SPJ would pay only expenses and duplication/packaging costs. We can largely control expenses, but I think we would need to fund travel by the film crew to Indy and the archives at DePauw University in Greencastle, perhaps the Chicago convention, too. We also would need to free up some HQ staff time or hire an intern to do research and to try to scrounge some footage from SPJ events in the past.

The project would take about six months.

I would like to see us approve up to $12,500 for this project. Duplication costs $2.54 per DVD including a 4-color label and a 4-color cardboard sleeve. That’s $1,270 for 500 copies.
MEMORANDUM

DATE: April 12, 2006
FROM: Heather Porter, Programs Coordinator
SUBJ: NEW NATIONAL HONORS PROCESS
FOR: Board of Directors

As you may know, some events surrounding last year’s SPJ national honors recipients indicated the importance of improving the way SPJ selects its national honorees.

At the request of President David Carlson, Awards & Honors Chair Guy Baehr worked with headquarters staff to draft proposed changes to the existing awards process. These changes were revised and then approved at the Jan. 14, 2006, executive committee meeting so they could go into effect in time for the 2006 awards season.

The following process was approved, but President Carlson wanted the full board to be aware of the changes and have an opportunity to weigh in:

The committee assigned to each award should submit a list of three (3) nominations to HQ by the deadline for committee nominations.

April 1: Ethics in Journalism, First Amendment, Sunshine, Helen Thomas, Distinguished Teaching, Fellows of the Society and Historic Site.

May 1: David Eshleman, Howard Dubin, Julie Galvan, RD of the Year and Wells Key.

The new process can be explained in the following steps:

1. Committee chairs send their three nominations to HQ by the deadline listed above. These nominations will be added to the master list of other nominations, made by the public, received at HQ.
2. The full list of nominations will be sent to the committee chairs and the 30 day research process begins. The committee chairs should be on the lookout for any potential problems that might not be reflected in the nomination letters/materials.
3. At the end of the 30 day research period, committee chairs send their list of finalist recommendations to HQ.
4. The finalist list will be posted in the member's only section of SPJ.org for a 30-day comment period. Only SPJ members will be able to leave comments. Anonymous comments will not be accepted.
5. The comments will be compiled by HQ and distributed to the appropriate committee. If any comment raises a red flag, the chair should research this comment before any final decision is voted on by the executive committee at its summer board meeting.

To date, this process seems to be running smoothly. I have seen an increase in nominations in almost all categories. The nominations made by the committee members seem to be well thought out and comprehensive.
We would like to propose creating a “covenant” with UNITY, an arrangement that allows us to collaborate on shared issues and cross-fertilize our events, position statements and announcements. UNITY created the covenant relationship as a means to partner with organizations such as ours that aren’t part of the four member groups. RTNDA and ASNE are among the groups that have covenants with UNITY.

A covenant between SPJ and UNITY would benefit both organizations as a means to further each of our core missions. We share a commitment to inclusive news media staffing, sources and stories. We can offer access to our respective membership audiences, share our expertise and trade information. Our memberships overlap in some ways but also have different strengths. SPJ can provide access to its expertise in FOI, ethics, professional development and legal defense. UNITY member organizations can help SPJ incorporate more inclusive outreach and content in each of these areas. The next UNITY convention will be July 23-27, 2008 in Chicago.

We propose the following covenant:

The Society of Professional Journalists (SPJ) and UNITY share a mission to achieve diversity in newsroom staffing, sources and stories. To these ends, both organizations desire a closer working relationship that includes, but is not limited to, the following:

SPJ and UNITY agree to seek ways to help each other in communicating with journalists about events sponsored by either organization.

SPJ will offer UNITY member organizations opportunities at each year’s SPJ National Journalism Conference to create and execute a program that would advance our mutual interest in newsroom diversity. UNITY member organizations will make a reciprocal opportunity available at their annual meetings and the UNITY quadrennial convention, where SPJ can contribute training in its areas of expertise.

SPJ and UNITY will endeavor to issue joint statements from time to time on issues that reflect both organizations’ shared mission.

SPJ and UNITY will explore joint membership opportunities that enable journalists to become members of SPJ and a UNITY member organization at a lesser expense during limited enrollment periods. (The aim, of course, is not to raid members, but to allow people who want to join more than one organization the opportunity to do so.)

SPJ will create opportunities for UNITY leadership to participate on its national committees; UNITY member organizations will make an effort to do the same. Each of the groups will benefit from the other’s expertise, as well as learn from the issues discussions.

SPJ and UNITY will facilitate the sharing of resources such as SPJ’s Rainbow Sourcebook with members of both organizations.
SPJ and Unity shall endeavor to have at least one meeting per year of relevant officials to review and update this agreement.

DIVERSITY
RTNDA/Unity Covenant

As adopted on September 30th, 1999 at RTNDA's national convention:

JOINT MISSION STATEMENT
RTNDA and Unity, as partners in their commitment to achieving diversity in the newsroom, pledge to pursue, develop and promote industry-wide goals for hiring, promotion and content that will reflect the changing face of America.

COOPERATION

- An effort will be made to identify opportunities for partner representatives to serve on each other's committees and for cross-marketing.
- The Unity organizations will assist RTNDA in covering diversity issues in the Communicator.
- A concerted effort will be made to develop joint statements on national issues when appropriate.
- Each partner will allot two complimentary registrations for each of the other organizations' conventions.
- AAJA, NABJ, NAHU, NAJA and RTNDA may continue to develop individual agreements beyond the scope of this Covenant.

BILINGUAL WEB SITE
RTNDA and the Unity partners will explore the feasibility of developing bilingual pages on their web sites to promote membership and service to members in newsrooms where programs are produced in Spanish, both within and outside the U.S.

DIVERSITY PROJECT
The partners will jointly develop a project that will focus on assisting electronic journalists in utilizing diversity in their newsrooms and communities and in reaching out to all segments to serve the community in a creative and meaningful way.

DIVERSITY AWARD
The partners will develop a new RTNDA award to recognize excellence by a news staff in addressing issues of diversity in the community.
PARTNERSHIP BETWEEN UNITY '95 AND
THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

The American Society of Newspaper Editors and Unity '95 have a unique opportunity to enter into a partnership to improve diversity in the newsroom and diversity in coverage.

This agreement represents the major points of the partnership between Unity and ASNE as this time. The ASNE Board of Directors approved the partnership at its Oct. 13, 1995, fall meeting in Boston.

1. In the area of journalism education, ASNE will write a letter to ACEJMC to underscore our support of Standard 12. ASNE and Unity will move to recruit strong members to serve on college accreditation teams. A seminar on Standard 12 will be held at ASNE or one of the minority journalists' conventions to help evaluate minority newspeople.

2. We will work toward creating a program to recruit editors, especially editors at small and medium-size newspapers, with colleges and universities of color in their region. ASNE and Unity will develop detailed plans for this program.

3. ASNE and Unity agree to develop a summer internship program for minority students. The program would begin in 1996 with eight newspapers participating. In the first year, this project would focus primarily on internships at under 50,000-circulation newspapers. ASNE and Unity '95 jointly will provide funding as needed for the program.

4. A Unity information officer will be assigned to the ASNE Convention Planning Committee. Calvin Rolen, assistant managing editor, Dallas Morning News attended the Sept. 30, 1995, meeting of the convention planning committee, and has been invited to the committee's January meeting in Austin.

5. ASNE and Unity agreed to explore developing a workshop or seminar on career development, possibly in conjunction with The Freedom Forum, which conducts an annual meeting for minority development officers. ASNE will encourage NAA to continue its annual jobs departure study. Unity agreed to evaluate the feasibility of an internal database.

6. ASNE and Unity agreed to explore ways to recognize editors and newspapers who have conducted successful content audits and changed their newspapers accordingly.

7. ASNE and Unity agreed that they should explore a diversity summit. In 1996, we will discuss ideas on where such a summit would be held, what topics or issues should be the focus of the meeting, and what desired results would come from such a meeting.

8. ASNE agreed it would explore a significantabler (sic) for the 1996 Unity convention in Seattle.
Executive Committee Open Communication Procedure

Background. National board members have the fiduciary obligation to keep up with SPJ activities and decision-making. "SPJ Leads" has greatly improved chapter-to-chapter awareness of local activities as well as national-level decisions and initiatives. But board members do not necessarily learn about executive committee decisions any earlier than chapter members.

Proposal. We propose an internal open communication procedure that would include the following:

- Meeting alerts and agenda items always go out to the full board in advance of executive committee meetings and conference calls. Background material is available upon request. In this way, the full board can follow and comment upon upcoming executive committee agenda items.

- Minutes of executive committee meetings go out to the full board shortly after the meeting occurs.

- A 24-hour advance notice allows board members to review press statements and releases before they are released. Brief background on the need, intent and where the idea came from will be included.

Submitted by: Sally Lehrman and Molly McDonough
The Campaign for Ethical Journalism represents an historic opportunity for the Society of Professional Journalists to better equip working journalists to report on an increasingly complex world and raise public confidence in the news media, while providing a growth platform for SPJ, which could enable the organization to play an even greater advocacy role on a range of issues going forward.

**Situation Analysis**

Our soft soundings of working journalists, retired journalists, ombudspersons, academics and SPJ Ethics Committee members confirm that SPJ has very high name recognition, which is not always matched by a similar level of awareness about the organization's priorities, activities and accomplishments.

We found a prevailing view among respondents that SPJ's history and size of membership, broad geographic reach and resources should enable the organization to play a much stronger leadership and advocacy role on major issues facing journalism.

The Campaign for Ethical Journalism directly addresses this perception as these major issues either focus on ethics or have profound implications for the ethical practice of journalism, including:

- The intensifying spotlight on ethics as the result of controversies involving Jayson Blair, Armstrong Williams, Jack Kelley, Dan Rather and Judith Miller;

- The blurring of the public's perception of who is a journalist and what is journalism, as a result of blogging, infotainment and political punditry;

- The need for continuing professional education by journalists facing increasing pressures from waves of staff cuts and the need to cover new and different subject matter; the 24-hour news cycle; and the proliferation of instant competition from a mushrooming number of new outlets; and

- Low morale among journalists and a loss of public trust in the profession.

Some perceptions about SPJ issues leadership may result from it not reporting enough on initiatives already underway. The lack of a consistent national spokesperson and presence in Washington, D.C., where many other leading journalist organizations are clustered seem to be factors, as well. Still, the inability of like-minded organizations to establish an uncontested leadership position on ethics-related issues provides an ongoing opportunity for SPJ to assert itself and become recognized by journalists and the public as the preeminent ethics voice within and for the profession of journalism. To do so effectively, SPJ should conduct targeted outreach and not spread itself too thin.
Objectives

- Increase public awareness of the difference between news and opinion, and between carefully edited, professionally reported journalism and haphazard commentary
- Increase appreciation within the profession of how adherence to the SPJ Code of Ethics can bolster individual and institutional reputations for reliability and credibility – and perhaps help assure the very survival of mass media
- Promote better understanding by both press and public that journalists struggle daily with complex ethical issues and that adherence to a Code of Ethics will provide guidance
- Create more role models for young journalists as they develop their own moral codes

Primary Audiences

- Current SPJ members
- Potential SPJ members
- Student journalists
- SPJ chapters
- Ombudspersons
- News organizations
- Media critics/analysts, academics and other influencers
- General public

Key Messages

- A free press is the cornerstone of our liberty; and SPJ helps journalists provide the American people with the information they need to make well-informed decisions regarding their lives, and their local and national communities.
- There is a difference between news and opinion, and between carefully edited, professionally reported journalism and haphazard commentary. Given the rapid growth in information sources available to the public, a professional journalist Code of Ethics is more important today than ever for both news consumers and working journalists.
- SPJ is both the largest national member organization and the strongest advocate for the profession when it comes to a wide range of issues, from ethics to FOIA, to diversity, to professional education and training.

Strategic Approaches

- Develop a strong, consistent, responsive communications program – both internal and external, that discusses ethics issues in the context of a free press, and increases understanding and appreciation for the vital role a free press plays in a democracy, while addressing both achievements and lapses in journalism.
- **Reset the communications agenda** by reframing the ethics debate more broadly than the narrow back-and-forth of sensationalized plagiarism, pay-for-play or coverage controversies, which leave the profession with a series of black eyes, and journalists and news consumers, alike, feeling let down or betrayed.

- **Leverage partnership opportunities** with other journalism organizations and groups to advance common concerns, while creating visibility opportunities for SPJ.

- **Connect locally from Washington, D.C. to Washington state**
  Better engage local chapters, tap and enhance their resources, and use their immediate connections with their members, other local journalists and the public. By identifying, qualifying and informing chapter members, SPJ can activate SPJ and community local opinion leaders on behalf of the campaign and related activities.

  **NOTE:** Several chapter leaders and members expressed their interest in working with SPJ national, but were uncertain how to do so. The Campaign for Ethical Journalism could create relationship-building opportunities by providing needed resources and content for the town hall meetings, ethics trainings or other events those chapters conduct – while giving this national effort stronger local presence.

**Tactics**

Proven tactics and approaches to launch an issue campaign as discussed above include the following:

- **Implement a proactive program of media outreach and rapid response**
  - Build awareness for SPJ by designating a principal media spokesperson, who will be identified with SPJ – not another organization or employer – and will be readily available to give interviews on both breaking and developing news stories of concern.
  - Set up and communicate contact and response protocols for managing media inquiries.
  - Assign an SPJ Ethics Committee member or staff member to track breaking news coverage with an eye for opportunities for SPJ comment.
  - Create a “tickler calendar” and prepare advance talking points and materials to quickly respond to anticipated court decisions that merit SPJ comment.
  - Conduct daily monitoring of media coverage and Internet postings to determine inclusion of other journalist organizations and commentators in coverage, as well as outlets for submission of explanatory ethics-related op-eds and letters-to-the-editor.
  - Identify public-opinion-related issues concern and incorporate related questions into omnibus surveys conducted by national polling firms to keep the issue of journalistic ethics front of mind and develop statistical data that helps frame the ethics campaign.
• Offer expanded ethics resources and training to increase appreciation within the profession of benefits of adherence to the SPJ Code of Ethics
  o Conduct monthly or quarterly SPJ-moderated conference calls by region for a live discussion by members to discuss the types of challenges they are facing and how SPJ can help.
  o Incorporate ethics as the first segment of every SPJ traveling Bloomberg newsroom training program – because ethics touches all other issues.
  o Develop a new Web site that creates SPJ source authority positioning by mining SPJ leadership and membership for information that illustrates its deep knowledge of ethical journalism.
  • Ethics-oriented URL – underscore the importance of the Code through an innovative new ethics site that links to SPJ’s current home page. Currently available addresses include: ethicaljournalism.com (and .org. .net), journalismsmethics.com (and .org. .net), and ethicajournalist.com (and .org. .net)
  • Ethics hotline revamp – make SPJ’s hotline more “real time” with expedited response quicker than the current standard of within 24 hours. In many cases, journalists need answers while working on deadline. In an age of immediate communication and information, the hotline should be live and interactively functional.
  • Webcasts/podcasts – offer easily downloadable footage of ethics panel discussions, speaking tours and Bloomberg trainings. Develop an SPJ presence in even the smallest, most remote newsroom with interactive discussion led by SPJ Ethics Committee members. A particular benefit for journalists who cannot attend regional sessions.
  • Blog – create a central “meeting place” for the public and journalists. News consumers will be invited to post opinions and questions on a page run by either a “national” ombudsmen or ethics committee member/chair.
  • Ethics code page – make SPJ the place to go to learn about ethics codes; provide a wide range of available news organization ethics codes with SPJ’s Code serving as the centerpiece and model from which to work. Comparisons of codes can be shown or a timeline of when each news organization adopted a code.
  • Case studies – Create uniform template for case studies; build a broader library of ethics case studies that both offer lessons and can serve teaching tools, include contact links to the journalists who were involved; and related coverage or resources.
  • Supplement existing online ethics materials with an “Ethics Discussion Toolkit” that provides chapters some additional teaching resources they may find helpful to conduct an effective ethics discussion, including: a recent print or broadcast news story on which to focus discussion (in addition to posted case studies); sample discussion questions; additional resources, including SPJ experts versed on the particular issue with whom to confer.
  • Publish a white paper on the state of journalistic ethics today to provide a historical context and put the issue into a larger perspective.
  • Make Code of Ethics available as screen saver and mouse pad.
• Create ongoing external opportunities, including Ethics Week activities to promote better public understanding of the ethical issues that journalists face and how adherence to an ethics code helps drive good journalism
  o Use Ethics Week as a news hook to try to secure an appearance for an SPJ representative on shows such as C-SPAN's Washington Journal.
  o Take advantage of high-visibility sponsorship opportunities on National Public Radio and local affiliates to raise awareness of SPJ, the Code of Ethics and Ethics week among an audience of news consumers that includes a wide range of opinion leaders, as well as journalists.
  o Work with public officials to secure resolutions of support of Ethics Week and SPJ’s role in promoting the ethical practice of journalism.
  o Organize a network of local SPJ speakers bureaus.
    ▪ Identify appropriate opportunities for local chapter outreach, including professional, civic and business organization venues; and school, library and community center programs.
    ▪ Develop core speech and PowerPoint presentation to be developed for local customization to ensure consistent messaging.
  o Increase student outreach and support.
    ▪ Explore opportunities to work with Newspapers in Education, which already has existing local relationships, delivery channels and encourages teachers to use daily newspapers as resources to make learning come alive every day.
    ▪ Promote a professional journalist mentoring program for high school newspapers with implementation goals set at the chapter level. Start as a pilot program, identify best practices and build. A related possibility would be SPJ workshops for area high school students. Students should come away with a better sense of the profession and be able to explain the First Amendment, Freedom of Expression, Freedom of the Press and Confidential Sources, among other issues. These workshops offer potential for coverage by local TV stations, as well.
    ▪ Create or adapt existing educational materials for classroom use by teachers, to explain how newspapers, news magazines, news broadcasts, news services, as well as their online versions, are constructed and work—and the difference between those sources and blogs.
    ▪ Create an easily accessible resource at SPJ.org for students doing research on ethics and other journalism topics, who have questions, need assistance or want to interview a journalist for a school project.
  o Conduct a “Consider the Source” PSA campaign to teach news consumers how to discern between news and opinion and increases public awareness of the SPJ Code of Ethics.
    ▪ Identify and conduct outreach to a group of well-known individuals trusted by the public, such as former network anchors Walter Cronkite, Tom Brokaw, Roger Mudd, Robert MacNeil and Mike Wallace to serve as authority figures and lend personal credibility to this campaign: The use of multiple spokespersons in this initiative will demonstrate a respected consensus of opinion. Three different spokespersons would provide a good base.
- Develop a series of print and broadcast PSAs to help educate the public on the difference between news and commentary; identify the role SPJ’s Code of Ethics plays in supporting ethical reporting of the news and, by extension, a free press, which is a cornerstone of our nation and our liberty.
  - Advise news consumers to “Consider the Source” when they are looking for news and turn to newspapers, TV and radio that subscribe to a Code of Ethics.
- Leverage the “Consider the Source” campaign by conducting advance outreach to trade and mainstream media, as well as outreach around each ad placement.
- Draft and place op-ed columns explaining the campaign.
- Include discussion of the campaign in SPJ speakers bureau outreach.
- Time placement to coincide with key national holidays such as:
  - Presidents Day – identify presidential quotations that recognize the value of a free press; highlight how SPJ’s Code contributes to keeping our free press strong.
  - July 4th – salute our independence and underscore the role that SPJ’s Code plays in strengthening the free press that keeps us free.
  - Thanksgiving – point out that among the things we are thankful for is the fact that we live in a country with a free and independent press, which is advanced by the SPJ Code.
- Post the PSAs online at the SPJ Web site as an additional resource.
- Make PSAs electronically available as screen savers.
  - Consider new and different forms of external outreach, such as:
    - Creating a presence at state fairs, which typically attract tens of thousands of attendees, as well as media coverage.
    - Approach Turner Classic Movies or the History Channel about a “Journalism as seen through the lens of Hollywood” movie week or film festival.
      - Movies could alternate with panel discussions.
      - Panelists could include movie critics, media critics and journalists from the eras of the films shown.
      - Examine how journalists and a free press are portrayed and how the ethics challenges journalists face in movies compare to real life.
      - This could work as a traveling exhibition for both the general public and student audiences.
- Help define SPJ through Wikipedia, the online encyclopedia. The current SPJ entry is what’s called a “stub,” an entry that either has not yet received substantial attention from editors or does not yet contain enough information to be considered a real article. In other words, it requires additions to become a full article. Reach out with additional information and suggest a Code of Ethics link to flesh out the SPJ entry.
• Identify avenues to grow meaningful partnerships
  o Reach out to media companies and outlets
    ▪ Newspaper Association of America, National Newspaper Association, National Association of Broadcasters offer opportunities for broad-based outreach, possibly based on existing personal relationships
    ▪ Organizational buy-in for SPJ Code of Ethics or re-energize existing commitment; and pro bono provision of space and time to promote the Code
  o Determine opportunities with academic entities
    ▪ University journalism schools
      ▸ Host newsworthy panel discussions that focus on a recent event of great political or cultural interest (such as Hurricane Katrina, Sago Mine or trial of note); programs could be organized by local SPJ chapters and feature a panel of journalists who covered the story. Use these programs to examine the ethical issues that were raised and the lessons learned from those experiences; develop programs of sufficient quality that merit airing on public TV or radio or C-SPAN.
      ▸ Association for Education in Journalism and Mass Communication (http://jcomm.uoregon.edu/%7ETbivins/aejmc_ethics/home.html)
        ▸ Currently headed by Erik Uglund of Marquette University, AEJMC’s Media in Ethics Division is composed of more than 300 academics researching and teaching in the area of mass communications ethics. The division is currently drafting its own ethics code and has a pre-convention workshop organized by the taskforce on ethics in August in San Francisco.
  o Increase partnership outreach to other journalist advocacy groups
    ▪ Organize issues-oriented press conferences and other programs with like-minded advocacy organizations such as Freedom Forum and Reporters Committee for Freedom of the Press to advance common concerns and take advantage of the resources that they provide, including venue and other support.
    ▪ Become a regular participant in the wide range of programs at the National Press Club to showcase SPJ and speak to the ethical issues NPC members confront daily
    ▪ Explore opportunities for cultural exchange programs with other members of The International Freedom of Expression eXchange. Founded in 1992, IFEX is a global network of more than 80 non-governmental organizations that promotes and defends the right to freedom of expression
  o Explore a partnership with the American Library Association
    ▪ With more than 16,000 public libraries, most of which either belong to ALA or have librarians who belong to ALA, this potentially represents a new area for partnership. A credible venue for SPJ speaking outreach and public programs. Also an opportunity to provide badly needed resources to librarians, who regularly field the call when people don’t know whom else to ask.
**Timetable**

A balanced combination of elements discussed above would constitute a year-long communications program continuously implemented. Program rollout and timing hinges on identification of appropriate program elements and associated budget, Ethics Week outreach and ongoing execution.

**Measurement**

- Increased share of voice, either compared to current SPJ level or compared to other journalist advocacy groups
- Membership retention and growth
- Growth in donor base or levels

**Budget**

Based on our research and discussions, we believe that a large portion of the resources needed to launch a national ethics campaign already lies within the structure of the organization, and that there is an opportunity to integrate and strengthen local chapter activity with national initiatives.

With that said, specific budgets for plan elements that will resonate with the public, while promoting a broad ethics agenda that will inspire journalists – such as the advertising and PSA outreach discussed above – are difficult to project. After SPJ has had the opportunity to review the wide range of suggested program components and determine which initiatives are most appropriate and the extent to which it wishes to implement those program elements and the internal resources exist that could support them, we will be able to identify associated costs for external support.
COMMENTS REGARDING THE ETHICS CAMPAIGN DRAFT

From Gary Hill, Ethics Committee Co-Chair

I think this plan has many great ideas and do hope that much of it can be implemented. Fleishman-Hillard has pinpointed a number of problems and opportunities for SPJ. I agree with Saltz's concern that we not try to do too much all at once and spread ourselves too thin.

I think the largest opportunity is also the one that has the most structural problems to overcome. How do we go about designating a principal media spokesperson that has a higher presence in Washington D.C.? The inherent tension here is having an organization that features volunteers in the key positions who are busy with other full time jobs. SPJ staff does an excellent job in many areas, but should they become full time spokespersons for the organization? It flies in the face of the organization's history and culture. The issue reappears with another opportunity, that of making the ethics hotline more responsive.

Ethics issues are often much less black and white than FOI. When we are critical in the FOI arena we are usually taking on some form of government. In ethics you are taking on the reputation of fellow journalists and their news organizations. A public statement or bad ethics advice based on bad facts or faulty reasoning could do a great deal of damage to SPJ's reputation rather than helping us. Therefore while we need to be more responsive to both the news cycle and the ethical needs of journalists, we have to be very careful how we go about this and who we select to fill these roles.

These are my initial thoughts. Feel free to share them with whomever you choose. Let me know if I can be of any further assistance.
From Fred Brown, Ethics Committee Co-Chair and SDX Projects Committee Co-Chair

Fleishman-Hillard has given us a very thoughtful and comprehensive plan. The objectives, external and internal, are solidly on target. The key messages are concise and perceptive. Overall, it's a solid base for future growth. I like its recognition of SPJ's leading role in journalism ethics. Other journalism organizations don't have the history in that area that SPJ has. We have an opportunity to establish ourselves -- or reinforce our existing position -- as the conscience of journalism.

The ideas show a lot of promise, and some of them are goals we've ruminated over for years -- such as having a consistent national spokesperson, and a quotable go-to presence in Washington.

But they inevitably raise questions. How do we create a consistent national voice? The president changes annually; the ethics committee chair is subject to change at the president's prerogative. The executive director has his hands full with administrative duties. Our only consistent presence in Washington is our law firm. We need to talk about this, in the ethics committee and among members of the SPJ and SDX boards.

I'd like to see more emphasis on the inside-the-profession aspect of Ethics Week. Certainly, it's a great opportunity to reach out to a public skeptical of the idea that journalists might have standards. But some journalists also need reminders of how credibility is crucial to the survival of the established media. It bothered me that some chapter leaders were uncertain how to work with SPJ national on ethics; I had thought that ethics week was a major step toward that end.

Listing of ethics case studies on the web is one area that definitely needs attention. We've made strides, but much more can be done. I'll volunteer to work on a standard format for presenting scenarios. The Ethics AdviceLine cases, the situations presented as part of the Bloomberg series, all should be entered quickly and consistently on the web. And it's a good idea to link from the ethics page to as many other codes of ethics as we can.

The ethics committee is a great network for finding and calling attention to ethical problems. We have to be careful not to be seen as nags or nitpickers. But I think so far we've kept a good balance in that area. I'd also endorse working with other groups, including RTNDA, the American Library Association and PRSA that are committed to ethics in communication.

The most ambitious -- and expensive -- piece of the package is producing PSAs to teach news consumers how to distinguish among news, opinion and undisciplined haranguing. I really like the "Consider the Source" theme. We've discussed that before, and I think we should stick with it. It's simple, direct, and it conveys the message that responsible journalism, journalism with standards and ethics, is more reliable and credible than so much of what's available in today's media immersion tank.

For our next steps, I'd recommend concentrating on two things: Expanding the message of ethics week to incorporate the ideas in this plan. That's the internal part. For the external piece, which is inevitably more expensive and time-consuming, we need to get to work on crafting a "Consider the Source" PSA campaign.

Fred Brown
From Al Cross, Projects Committee Co-chair

SDX folks: Sorry I did not have time to draft a reply as comprehensive as Fred’s (a bad cold has intervened). I have tried to focus my comments on specific ideas for tactical implementation.

Media outreach and rapid response: This begins with the gathering of information – finding situations that may call for committee consideration and comment by the committee, a national officer or other spokesperson, and doing the preliminary research needed to spur and inform any comments. Such work would be most reliably done by an experienced journalist for whom this is a primary responsibility, so I suggest we consider setting up a fellowship much like those the Reporters Committee uses for freedom-of-information issues. The fellow would not have to be a full-time, temporary employee based at headquarters, like the Reporters Committee has. Technology could allow the fellow to work part-time from almost anywhere. Such a position seems like something the Ethics and Excellence in Journalism Foundation might be interested in funding. The fellow could also act as a front-line media-contact person in the absence of the committee chair or national officers, at least on background, and be in charge of adding and updating content on the new Web site (next section).

Expanded ethics resources: My guess is that accomplishing all the suggestions regarding the Web site would require a half-time person, which could also be grant-funded. I like the idea of incorporating ethics in all training, but not as the first segment of every program. Before exploring possible ethical pitfalls of a subject area, the area itself needs at least some exploration.

External opportunities: The ethics fellow could play a leading role in these efforts, and help prioritize them – not just at the start, but as we go along, by monitoring responses and recommending adjustments. None of the ideas listed here are bad, but they must be prioritized, sequenced and focused. I hope we will keep our focus on the “Consider the Source” campaign, or whatever it might be called. The Ad Council wasn’t interested in another Project Watchdog campaign a few years ago, perhaps because changes in the media landscape had made it more controversial, but might be interested now. After all, they’ve taken on global warming. The alternative is to get donations of time and space from major media companies. This would be much more complicated, but could ultimately be more rewarding, by building partnerships (next section).

Avenue to partnerships: It would help greatly for the ethics fellow to be based in Washington, to cooperate with and learn from top-line journalists and other journalism groups.
MEMORANDUM

TO: Dave Carlson, SPJ President
FROM: Mark J. Scarp, chair, Membership Committee
RE: Survey of Chapters Regarding Membership in Past 12 Months
DATE: April 6, 2006

I spoke to leaders of 10 pro chapters from 10 different regions. I included two small chapters (Oklahoma and Southwest Missouri) but focused on large ones as our total chapter numbers are affected more by their totals. Here are the questions I asked:

1. Since one year ago, is your chapter membership up, down or about the same?
2. Why?
3. What are you doing to increase membership?

The results are on the following page. Five were up, two were down and three were largely unchanged. Reasons why and membership building and retention ideas follow each chapter.

No one cited the Executive Committee’s decision to honor Judith Miller in Las Vegas as a reason for any dropped members. They heard a few complaints, but not from anyone who then said they were quitting. The headquarters staff heard from only three pro members who quit over the Miller award, Chris Vachon told me last week.

My conversations with these leaders lead me to believe that we should not be looking at chapter members as the source of our declines, because I don’t think most of the declines come from among them. We should be looking at national-only members whose numbers these chapter leaders could not speak to.

National-only members have a higher propensity to leave SPJ than chapter members.

It is the national-only member who truly gets “just a bill and a Quill.” Other than occasional national mailings such members get no other contact from SPJ if the nearest local chapter doesn’t of its own motion include them in their communications. And many local chapter leaders do not include national-only members in their communications because they feel that national-only members expect member discounts at their events, yet those chapters do not receive their financial support through dues.

Recommendation: If there’s a recommendation from this survey, it’s that we keep looking for more ways to empower chapter leaders to recruit and retain members. It is at the chapter level where members feel the most kinship with SPJ and have the greatest likelihood of staying with it.
Survey of 10 SPJ Pro Chapters by Mark Scarp, chair, Membership Committee

Long Island (Region 1): UP 4%

Reasons for gain: Frequent mixers/networking event held in same place each month, emphasis on chapter-to-member communication, 5-6 very active board members producing frequent programs

South Florida (Miami, Region 3): DOWN 5%

Reasons for loss: Relevance to career, time necessary to attend programs
Proposed solutions: Newsroom outreach by offering in-person a brief introduction to chapter and leaving behind chapter and upcoming event information

Detroit (Region 4): DOWN 10%

Reasons for loss: Job movement, consolidation of previously separately owned media
Proposed solutions: More activities, aim for younger audience, more mixers

Indiana (Indianapolis, Region 5): UP 9%

Reason for gain: Effort to reach out to local college students who were graduating
Proposed efforts to gain more: Convert more national-only members to local – area has more national-only than local members; more locally relevant programming

Minnesota (Minneapolis, Region 6): UNCHANGED

Reason for lack of gain: Money is influencing the lack, however, chapter has not made a big push for members in past year, despite great programs and occasional membership inquiries. Chapter plans to be more prepared to recruit new members and in the upcoming year.

Southwest Missouri (Springfield, Region 7): UNCHANGED

Reason for lack of gain: Some new members, but equal number move away to go to bigger markets. Hosting regional conference helped bring in new people and a couple of local media outlets paid for local membership, in 2006 however they will not be.

Oklahoma (Oklahoma City, Region 8): UNCHANGED

Reasons for lack of gain: Cost of dues, lack of appreciation of membership value
Proposed solutions: Solicit members at upcoming annual awards dinner and Region 8 conference to be held in Oklahoma City, selling pro-shield-law T-shirts

Colorado (Denver, Region 9): UP 20%

Reasons for gain: Getting more people in leadership positions, approaching more and more people who attend programs to join, encouraging them take responsibility for keeping a free press free

Western Washington (Seattle, Region 10): UP 5%
Reasons for gain: Local dues eliminated, shield law advocacy, mixers held at different locations around Seattle-Tacoma area

*Valley of the Sun* (Phoenix, Region 11): UP 10%

Reasons for gain: Newsroom outreach by offering in-person a brief introduction to chapter and leaving behind chapter and upcoming event information, increasing interest by local media in annual FOI awards dinner, occasional mixers, strong programming
MEMORANDUM

DATE: March 27, 2006
FROM: Irwin Gratz
SUBJ: SPJ CENTENNIAL
FOR: Board of Directors

The committee established last year to plan observances for our centennial in 2009 has brainstormed 21 possible ideas (detailed below). I am currently polling members to pick three of these to pursue, in addition to some kind of ceremony at DePauw University in May 2009. So far, members appear most interested in some kind of postage stamp issue and screening of journalism-related movies (something that could be replicated many places around the country).

Please feel free to contribute your thoughts to this process.

1. An “SPJ Memories Blog”—The idea of updating the official SPJ history has been shelved, but the 100th anniversary is a natural time to ask members to share some of their SPJ experiences and memories. They could be funny, meaningful, interesting and a blog might be the way to do this. We’d probably pick up some more SPJ history that way and learn more about what the organization has meant to its members.

2. “SPJ Goes to the Movies”—This would probably work best on the local scene because any number of local chapters have held journalism movie nights, some accompanied by discussions by local film critics, etc. A list could be compiled of classic journalism movies—everything from the three versions of “The Front Page” to “Network”—and made available to local chapters. Since the anniversary is a time of celebration, chapters needn’t feel an obligation to do anything more than pass the popcorn and have a good time.

3. *An SPJ “Top Ten List”—or two. Come up with one or more categories and have members (or whomever else) vote for The Top Ten news stories of the past 100 years, top ten anchors, etc., plus some fun categories (top newspaper names, etc.). It’s unscientific, but could prove interesting.

4. A time capsule. Members of SPJ, all journalists could be invited to add the tools of their trade, clips, newspapers, video, notes, etc. to a time capsule or several time capsules to be left for future journalists. The time capsule(s) could be “buried” during a special ceremony and then “dug up” at a later anniversary celebration. The goal would be to give journalists in the future something to reflect upon and something to spur discussion.

5. Memorial run/walk. a race/walk in memory of journalists who have died while doing their job and in support of journalists who continue to put themselves in harms way to deliver the truth. We can host the race in several cities throughout the country, and encourage participants to wear t-shirts bearing the names of those
they are running in support/honor of. Ideally, the event would attract people outside of the media, as well as journalists. Race/walk entry fees could go toward funding the event or could serve as fundraising dollars.

6. Journalism in education. SPJ could sponsor a program that brings students into the newsroom and journalists in the classroom. Maybe have professional journalists help put out an issue/broadcast of a school paper or newshow. The goal would be to encourage students to consider a career in journalism and encourage them to answer the call of civic duty.

7. Scavenger hunt. SPJ chapters could form teams to compete against each other in a race to find a list of journalism-related items (i.e. a press pass issued by a specific newspaper at a specific time, a published headline with a specific grammar/style error, etc.) Or on a more serious note, a scavenger competition that tests how easily it is to compile data that would require using FOI.

8. A commemorative postage stamp, to be issued at the ceremony at SDX's birthplace. The profits from the stamp—seven cents each, I think, could go to the Legal Defense Fund, if that is possible. (If not, to the SDX Foundation for educational purposes). If the nation's newspapers and radio and TV stations would just use the stamps one month, it would be a success; if they did for a year, it would be a painless way of supporting a good cause.

9. Our 100th birthday year would be an ideal time for another First Amendment Congress. SPJ was firmly behind the others—Philadelphia and Williamsburg—which brought together journalists, educators, clergy, civil rights leaders, attorneys, and government leaders. No one knows more about the First Amendment Congresses than former SPJ president Jean Otto, who should be honored during this event. I would imagine some foundation support would be available for this Congress—Knight, Pew and Ford, perhaps.

10. It might be a good idea to monthly honor some folks who have supported the ideals of SPJ, such as Sen. Patrick Leahy, long outspoken defender of the First Amendment; Casey Buckrow, who has been SPJ's conscience over the years in calling for a strong code of ethics, etc. This could be done nationally, or with the cooperation of state press associations, etc., on a statewide basis, with house ads to daily and weekly papers, PSAs to radio and TV stations.

11. One SPJ's outreach efforts has been Project Watchdog, which involved a national ad campaign in the early '80s, asking the public how it would know about things without the press. A version of it could be done that would give us a high profile for the entire year.

12. An SPJ Diversity Summit, dealing with issues affecting minority journalists. Consider involving other journalism organizations, the National Association of Black Journalists, the National Association of Hispanic Journalists, the Asian American Journalists Association and the Association of Native American Journalists.

13. A centennial award of excellence: issue a worldwide call for nominations and assemble an all-star evaluation committee. There could be several of these awarded, for excellence in Newspaper, Broadcast, Magazine, Online journalism. Also consider awards for the outstanding journalistic work of the past 100 years (perhaps with several categories).
14. Journalist torch run. Involve outstanding journalists in all media, enlist the support of respective employees.

15. An SPJ centennial "Olympics" where journalists would compete in a variety of sports competitions for prizes and to raise money for SPJ's Legal Defense Fund or for journalism scholarships.

16. A conference or gathering involving big names from the entertainment world, an event that could also serve as a fundraiser for the Legal Defense Fund or for journalism scholarships.

17. An event to link our student and professional members to give students a chance to interact with graduates who've gone on into the field of journalism.

18. Recruit guest speakers of note from journalism to speak to a group or groups about how instrumental SPJ has been over the years to the practice of journalism.

19. Link college and pro members by organizing fun events, such as a softball game.

20. Organize a 100 years of SPJ exhibit. This would include traveling museum panels, containing information, photos, perhaps some artifacts, and accompanied by some kind of audio-visual presentation. Parts of the exhibit would be circulated to all 12 regional conferences then be installed permanently at headquarters in Indianapolis.

21. SPJ centennial merchandise: special lapel pins, t-shirts, etc. Consider a special centennial logo or possibly a logo change to be implemented in 2009.
DATE: March 27, 2006
FROM: Ann Augherston
SUBJ: REGION 2 REPORT
FOR: National SPJ Board Meeting April 22, 2006

REGIONAL


The National Press Club agreed to co-sponsor the conference, which means free meeting space and a 25 percent discount on food and beverages. I developed a logo to accompany the theme, a feather quill dipping into the Capitol's dome, hinged open like an ink well.

The conference will begin with an informal Happy Hour on Friday night at the National Press Club for anyone arriving to D.C. early.

Saturday's daylong program will begin with a continental breakfast, sponsored by the Jordan Tourism Board and the Jordan Information Board. Their donation paid for the food in exchange for an exhibit table with information about their funded and non-funded press trips to Jordan. They also provided handouts for the conference bags, which were donated by WBAL Radio in Baltimore.

These bags included the Yearbook of Experts, notepads, pens, calendars, newspapers and other freebies from area media outlets.

WTOP, a local radio station in D.C. that has partnered with The Washington Post, donated funds and freebies to the regional American University also paid to have exhibit space on their journalism programs.

The keynote was Richard Kimball from Project Vote Smart, a non-profit citizen's organization that developed a non-partisan Voter's Self-Defense System and a national library of factual information on candidates and elected officials.

Saturday's panels will include:

"Choose Your News: Is Special Ordering Your News Doing More Harm than Good?" with Westwood One Radio Host Jim Bohannon; Mark Miller, news director at WBAL; and Garrett Graff, Fishbowl D.C. blogger, also with Washingtonian Magazine.

"Business Writing: More than Just Stock Quotes" will feature two SPJers Tim Mazzucco of American Banker newspaper, and Christi Burian, of the Public Company Accounting Oversight Board; with John Nester, Securities and Exchange Commission; and Herb Perone, National Association of Securities Dealers.

Terry Michael, executive director of the Washington Center for Politics and Journalism, will lead a panel on "Making Message in 10 Square Miles of Surreality: An Insider's Look at Press Secretary-ing in Washington." Panelists include Jennifer Palmieri, vice president of communications for the Center for American Progress and a former Deputy White House Press Secretary during the Clinton administration; and Sean Spicer, communications director, Republican Conference U.S. House of Representatives.

"From the Pews to the Front Lines" will focus on specialty media with Michael Flach, editor of the Arlington Catholic HERALD; Reggie Williams, editor of the Afro American newspaper; Mitzi Macias of Washington Hispanic; and Alex Nell, managing editor of The Army Times.

"Finding Your Niche in Journalism" will be moderated by longtime SPJer Amy Fickling, editor of Energy Trader; with Paul Albergo, chief of correspondents at the
Bureau of National Affairs; Dan Warren, vice chairman and executive editor of Warren Communications; and Rod Kueckro, chief editor at Platfis, a division of McGraw Hill.

Marty Tolchin, formerly of The New York Times and The Hill newspaper, will tell attendees...

"How to Get a Job in Journalism."

Responding to requests from students at the last regional meeting in Las Vegas, we will have a session of "Life Skills: From Budgets, to Taxes, to Retirement Down the Road" with Wendy McAllister, vice president for communications of the American News Woman's Club; J. Paul Johnson Jr., CPA, CFP, president of Tax Management Systems, Inc.; Anna Ibrahim, financial adviser, Ameriprise Financial Services, Inc.; and Karen Gray, a life coach.

Also requested, a panel on sports will be led by Tony Kornheiser of The Washington Post and Thom Loverro of The Washington Times.

The afternoon will include time for students to meet one-on-one with recruiters as well as professionals to have their clips, tapes or resumes critiqued.

The Mark of Excellence Awards Luncheon will honor collegiate journalists by presenting nearly 100 awards for print, broadcast and online journalism in schools throughout the region, including Washington, D.C., Maryland, Virginia, North Carolina and Delaware.

Past National SPJ President Irwin Gratz will address the regional during the luncheon and likely plug the National SPJ Convention set for Chicago in August.

Silent and live auctions during the day will feature eclectic items, from a behind the scenes tour of "Mummies, Skeletons and Shrunken Heads: A Look behind the Scenes at the National Museum of Health and Medicine," to dinner at the National Press Club's Fourth Estate Restaurant, and possibly a trip to Jordan.

We’ve got tickets to the Orioles, the Nationals and the Richmond Spiders, as well as autographed books and coffee table books from local media outlets, sports apparel, a Waterman pen valued at $150, and more affordable items for the students. The proceeds will go the regional fund and to SDX of DC.

ETHICS PROGRAM

The Washington D.C. Pro Chapter was awarded the national SPJ ethics grant and has scheduled a strong panel of journalists, with moderator Marvin Kalb of "Kalb Reports" fame. They will tackle major issues dogging mass media on Friday, April 28, from 7-8:30 p.m. at George Washington University’s Media and Public Affairs Building. The pro chapter is partnering with the GWU SPJ student chapter to make this an incisive and sober look at where media have gone wrong and what can be done to recapture the public’s trust in what we do.

CHAPTER HIGHLIGHTS

Virginia Pro Chapter

The Virginia Pro chapter hosted the Richmond Times-Dispatch's new executive editor, Glenn Proctor, for a luncheon and Q&A session in December. Proctor came to Richmond after a decade at the Pulitzer Prize-winning Newark, N.J., daily, The Star-Ledger. He told chapter members he's certain newspapers will continue to be an important medium. "If we don't bore people to death, we'll still be around. ... We may not be around in the form we are now, but we will be around in some form," Proctor said.

AP Day at the Capital, an annual December event co-sponsored by Virginia Pro, was the site of a lively political discussion about how transportation in Virginia would be improved. Gov. Timothy M. Kaine, appearing a month before he took office, and legislative leaders pledged more money for transportation in the 2006 General Assembly session.

Earlier this year the chapter hosted a reception for Dr. Wyatt Tee Walker, one of Dr. Martin Luther King's right hands during the civil rights movement. In April, the chapter will host a joint meeting with the Richmond Black Media Professionals to discuss "The Art of Conversation and Collaboration." Later in April, as part of Ethics Week, the chapter will hold a panel discussion on ethics and crime.
Washington, D.C., Pro Chapter

September 2005
* In the September issue of Dateline, the chapter newsletter, D.C. Pro ran a point-counterpoint on a proposed federal shield law. At the request of the Dateline editor, Irwin Gratz, SPJ's president at the time, wrote the "point" specifically for Dateline. A D.C. Pro board member wrote the "counterpoint." SPJ went on to use Gratz's Dateline piece nationally to explain the organization's view on the proposed law.

The chapter's Dateline discussion allowed chapter members to decide on their own. An editor's note after Gratz's piece directed readers to SPJ's Web site to contribute to the Legal Defense Fund, if they wanted to.

* Chapter members went to see a Washington Nationals game on Sept. 25

* In the September issue of Dateline, chapter member Alissa Swango wrote a detailed description of her travels with Justice and Peace, a nonprofit organization affiliated with Catholic Relief Services. Swango stayed in Nigeria in April and May, then in Lesotho from May to July. She volunteered as a Web designer at an orphanage for babies with HIV and AIDS, taught at a center for the disabled and a center for unwed mothers, and managed various projects for the Catholic Archdiocese of Maseru.

* The chapter's Young Members Committee held a happy hour on Sept. 14 at a popular bar in northwest D.C.

* The chapter began preliminary planning for the 2007 national convention, which had just been pegged for D.C.

October 2005
* For the October issue of Dateline, former national SPJ President Reginald Stuart, a D.C. Pro member, wrote a poignant journal about his professional experience with Hurricane Katrina relief. Stuart was in Biloxi, Miss., to help get a Knight Ridder paper, the Sun Herald, and its employees back on their feet.

* The D.C. Pro board agreed in October to donate $250 to Friends of the Times-Picayune, a fund to help employees of the New Orleans paper who were struggling with the aftermath of Hurricane Katrina. The board also agreed to donate $250 to the Sigma Delta Chi Scholarship Fund for students affected or displaced by Katrina.

* D.C. Pro sent seven delegates to the national convention in Las Vegas to represent the chapter on resolutions that were up for discussion and vote. Two chapter members were elected to seats on the national board.

* A small group of D.C. Pro members joined with members of the D.C. chapter of the National Lesbian and Gay Journalists Association to see "Good Night, and Good Luck" at a D.C. theater on Oct. 29, followed by some post-movie mingling at a restaurant.

November 2005
* The November issue of Dateline featured a detailed account by Ann Augherton on her trip with other journalists to Jordan in September with the Catholic Near East Welfare Association and the Jordan Tourism Board. Augherton, a D.C. Pro past president and Region 2 director, is the managing editor of the Arlington (Va.) Catholic HERALD.
• The chapter used an outing to see a Washington Capitals' hockey game as a fundraiser. The National Association of Broadcasters donated tickets to a sky box. D.C. Pro sold the tickets to chapter members at a discounted rate and donated all of the proceeds — $640 — to the Sigma Delta Chi scholarship fund.

• Chapter members joined Sigma Delta Chi Foundation leaders to honor veteran journalist Austin Kiplinger at a black-tie dinner at the National Press Club on Nov. 15. Kiplinger, a member of SPJ and its predecessor, Sigma Delta Chi, since 1936, was awarded the Fourth Estate Award for Lifetime Achievement, the highest honor bestowed by the National Press Club.

December 2005
• The chapter held its annual holiday party on Dec. 19 at a northwest D.C. pub, which drew a few new faces.

January 2006
• In another fundraising event, the chapter went to see a Washington Wizards basketball game on Jan. 22 and again donated the proceeds — $490 — to the Sigma Delta Chi foundation in D.C.

• In the Dateline issue that came out in January, the chapter offered a point-counterpoint on whether SPJ should have given Judith Miller a First Amendment award at the national convention in October. Two board members wrote the opposing views. The coverage included the text of the resolution that was originally proposed and was rejected in favor of a substitute resolution. Without Dateline, chapter members would not have been able to read the initial resolution. Dateline noted that the full text of the resolution that passed was printed in Quill. Finally, Dateline printed excerpts of and links to resolutions by other chapters that criticized SPJ's decision to give Miller the award.
A majority of the D.C. Pro board already had decided not to support the other chapters' resolutions.

February 2006
• The chapter began publicizing its 2006 Hall of Fame and Dateline Awards dinner, which will be June 13 at the National Press Club.
Syndicated columnist and TV commentator Mark Shields will receive a Distinguished Service Award. The Hall of Fame inductees will be: author and public broadcasting journalist Jim Lehrer; Pulitzer Prize-winner Seymour Hersh, a former New York Times correspondent; Bonnie Angelo, who has been with Time magazine for 30 years; and Charles Lewis, who has headed Hearst Newspapers' Washington bureau since 1989.

• A play called "The Story" made for an appropriate outing for D.C. Pro members on Feb. 19. The play is loosely based on Janet Cooke's fabricated story about an 8-year-old heroin addict. The Washington Post returned the Pulitzer Prize that Cooke won when the fabrication was discovered. "The Story" touched on many more issues, including racism, economic disparity and newsroom politics. A panel discussion afterward included longtime Washington Post employees who worked with Cooke.

April 28
• The chapter, for the second straight year, will be using an SPJ grant to hold a program as part of Ethics in Journalism Week. This year's program is called "Public Confidence — Can it be Restored?" and will attempt to take on "the main ethical issues crucial to restoring credibility to mass media." The chapter has asked for, and received, input from news councils in Minnesota and Hawaii as part of the preparations. Marvin Kalb will moderate the program, which will be held at George Washington University.
UPCOMING EVENTS

D.C. Pro is working on a behind the scenes tour of the set for America's Most Wanted and the chapter's Dateline Awards Banquet is set for June 13 at the National Press Club at 6 p.m.

Plans are already underway for the 2007 regional in the Williamsburg/Yorktown/Jamestown area, to be hosted by the Virginia Pro Chapter.

Also, the members of the D.C. Pro Chapter are eagerly looking forward to the national convention in D.C. in 2007.
MEMORANDUM

DATE: March 27, 2006
FROM: Holly Fisher
SUBJ: REGION 3 REPORT
FOR: SPJ Board of Directors

Region 3 has adjusted to being a little smaller after losing East Tennessee to Region 12. While we hated to lose our friends in East Tennessee, our region continues to do well.

In South Carolina, the University of South Carolina continues to have a strong student chapter. Ernie Wiggins was named Outstanding Campus Chapter Adviser last year and the chapter continues to have solid support from the journalism school.

South Carolina's other chapter is the student chapter at Winthrop University in Rock Hill, S.C. The chapter received a $400 grant for ethics programming.

The Atlanta Pro Chapter is struggling to find volunteers willing to take leadership positions and help keep the chapter going. Last fall, the chapter hosted an interesting program on "CyberEthics: What every journalist should know about finding, analyzing and providing information in the online universe."

In November 2005, I visited the University of Florida, meeting with students with the campus chapter. I also attended a board meeting of the North Central Florida Pro Chapter. This pro chapter has done a great deal of work and is developing into a solid professional chapter. The chapter received an Ethics Week grant of $600 to organize an Ethics Week program focusing on anonymous sources. The chapter also recently hosted a program with Joe Callahan and Doug Engle, a reporter and photographer from the Ocala Star-Banner who discussed their trip to Afghanistan. The chapter also celebrated FOI Day in March, hosting a program with Barbara Peterson, president of Florida's First Amendment Foundation. To wrap up the event, the chapter showed the movie, "Good Night, and Good Luck."

The Mid-Florida Pro Chapter is struggling to find new leadership. The Mid-Florida Awards of Excellence contest has been retired. The Mid-Florida Pro Chapter, along with the Florida Bar and Stetson University College of Law and the Florida Press Association sponsored a program on "Media Law: Privacy, Publicity & Privilege."

The South Florida Pro Chapter continues to be one of the strongest pro chapters in the region. With the Florida Press Club and The South Florida
Sun-Sentinel, the chapter recently hosted Enterprise Reporting With Joel Kaplan, associate dean at Syracuse University's S.I. Newhouse School of Public Communications. The chapter is having its 2006 Sunshine State Awards banquet April 29 with Bob Edwards, host of The Bob Edwards Show and founding host of NPR’s Morning Edition.

Regional Conference

The regional conference was April 7-8 at the Georgia Center for Continuing Education on the University of Georgia campus. Program highlights include:

- Keynote speaker: Jon Rawl, president and publisher of Y’all magazine
- Tours of the Red & Black (UGA student newspaper) facilities and the George Foster Peabody collection
- Student and young professional programming focused on Telling Stories with Pictures; Working World Alternatives; Breaking into Broadcast; and Issues in Student Media Roundtable.
- Programs on Hurricane Coverage; The Emerging Mind of Community Journalism; Covering the Hispanic Population; Blogging; The Future of Media Ownership; The Relationship Between PR Professionals and Journalists; Shield Laws Around the South; The Art of Freelancing; Ethical Approaches to Nonfiction Writing.
- Networking receptions
- Mark of Excellence Awards luncheon with Jason Winders, editor of the Athens Banner-Herald
MEMORANDUM

DATE: March 27, 2006
FROM: Nathan Isaacs, Region X Director
SUBJ: REGION 10 REPORT
FOR: Board of Directors

Regional Conference: “Digging Deeper,” April 1, Kennewick, Wash. The William O. Douglas Pro Chapter is planning this year’s regional conference. We’re planning for about 100 people at the conference, which is more than double the amount that registered five years ago when the conference was last in Kennewick. Our speakers include Pulitzer Prize finalist Steve Suo from The Oregonian, who will discuss his reporting on the methamphetamine problem; Bill Morlin from the (Spokane) Spokesman-Review, who will discuss his reporting on how the city’s mayor used perks from his position in exchange for sexual favors; Mike Lee, a past SDX winner and a former Tri-City Herald reporter now with the San Diego Union, will join a panel to discuss making the leap to a larger market; and SPJ President Dave Carlson will join a panel to discuss the inclusion of digital reporting in journalism. We’re expected to end the day in a group session learning how to live on a journalist’s salary and how yoga can help us relieve stress and energize our lives.

MOE Awards: Region 10 and Region 7 swapped contest entries for judging. The award certificates are being awarded at the regional conference.

Shield Law: The Washington State Legislature considered a bill that would have created a shield law in the state for journalists. After much debate and lobbying from Western Washington Pro Chapter and the state association of police chiefs and sheriffs among others, the bill failed to make it out of the state Senate. The region, particularly Western Washington Pro, will continue to work with key legislators, the state Attorney General and others on finding a compromise to the bill before next year’s legislative session. Among the region’s concerns with the proposed bill was that it opened the door to forcing journalists to turn over unpublished notes, photographs and video. The proposed bill also failed to protect freelance journalists when it tried to define who is a journalist.

Reduced Membership Fee Drive: The region is working with SPJ national on a membership drive that offers a one-year reduced membership dues ($50) for first-time SPJ members. The drive is expected to end at month’s end and I’ll be able to offer a more complete report in Indianapolis on its success or failure.

New Chapters: Students at the University of Idaho and at Central Washington University have created prospective chapters. Professional journalists in central Idaho and Eastern Washington have created the prospective Snake River Pro Chapter. All three are engaged in developing programs and enlisting members.
Tom Henderson, who may be the hardest working member in SPJ, heads the Snake River Pro Chapter.

Ethics Week Programs: Greater Oregon, Montana and Western Washington pro chapters each received all or a portion of the $1,000 Ethics Week grants. Greater Oregon Pro is planning its “Restoring Credibility in Journalism” seminar in late April. Montana Pro is working with the University of Montana’s School of Journalism to create a student ethics competition for the spring 2006 semester. And Western Washington Pro brought (Spokane) Spokesman-Review editor Steve Smith to Seattle on Feb. 17 for an evening discussion on the ethical choices made during that paper’s investigative reporting on the city’s mayor, who allegedly used his elected position to engage in sexual misconduct.

Sunshine Week: 2004 Wells Memorial Key honoree Ian Marquand authored a column printed throughout Montana that encouraged readers to let the sun shine in by becoming more engaged in government, requesting public documents and other information and imagining what their newspapers, television and Internet news would be like without that information.

First Amendment PSA: The Greater Oregon Pro Chapter has developed a 30-second radio public service announcement about the First Amendment and its protections. The spot already has been broadcast in the Portland metro area and is being shopped to other radio stations.

Bloomberg Training: Journalists in Washington’s Tacoma and Seattle and in Oregon’s Salem, Portland and Eugene have, or are expected to, participate in the SPJ/Bloomberg Journalism Training Program.

Becoming a Journalist: Oren Campbell, SPJ Region X’s education liaison, is working with the region’s community colleges, high schools and weekly newspaper publishers to create a journalism education alternative that would give would-be journalists the necessary tools to become reporters at community and weekly papers without accruing the mountain of debt associated with obtaining a journalism degree from a four-year institution. I’m really excited about this effort, which should be more developed in the next year.

Foreign Journalist Exchange: A Ukraine journalist visited several Alaska newspapers and journalism schools to discuss about the everyday hardships — like death threats — she has to weather when reporting on government corruption and other abuses.
MEMORANDUM

DATE: April 22, 2006
FROM: Steve Geimann
SUBJ: ACCREDITATION COUNCIL FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS - SPRING 2006 REPORT
FOR: SPJ Board of Directors

ACCREDITING DECISION-RECOMMENDATIONS

The Council will be asked during its May 5-6 meeting in St. Petersburg, Fla., to re-accredit 10 programs, grant initial accreditation to two and put six schools on provisional status. I participated in two site visits, to Auburn in Alabama and Hampton in Virginia. Both were recommended for provisional re-accreditation.

Schools reviewed during this academic year are measured for the first time against nine standards the Council adopted three years ago. Programs reviewed during had the most difficulty with the assessment standard. Five of 18 schools were non-compliant, and several had deficient assessment plans but site-visit teams decided to give the units a passing grade.

The Accreditting Committee, meeting in Chicago March 11-12, endorsed the recommendations of all site teams, a first in my recollection. Those recommendations will be reviewed and accepted, or changed, during the Council meeting in May.

GOVERNANCE WEAKNESSES COST LEADERSHIP JOBS

Repeated deficiencies in governance and tripped up several schools, including Auburn, Hampton, Florida and Florida A&M. In two cases, Auburn and Florida, program administrations in place at the time of the site visits chose to depart after the review.

At Florida, a team of six found an “inhospitable climate” for the faculty, based on interviews with many of the more than 70 faculty members. Team leader Tom Kunkel, dean at Maryland, said: “The climate we found was not very good. ... We felt like we were walking into a bad marriage.” Dean Terry Hynes later resigned as dean, and accepted a position in Florida’s central administration.

Auburn’s journalism director resigned six weeks after the site-team recommended provisional re-accreditation, citing deficiencies on three of nine standards including governance. I was a member of the team and we were surprised by the limited role the director played before and during the four-day visit to campus.

SCHOLARSHIP UNDERSCORES SIZE ISSUE

Hampton, Arizona, Nicholas State, Eastern Illinois were considered out of compliance on scholarship and professional activities. These conclusions may suggest that smaller programs with a strong emphasis on teaching will be unable to show the level of scholarship common at larger programs. This may become an issue that will be considered by the full Council in coming years.

NEW STANDARDS

The preliminary review of the first year using the new nine standards showed an uneven application of several, including scholarship and assessment. The new Standard 9: “Assessment of Learning Outcome” was the most troublesome. Several site teams, including mine to Auburn and Hampton, were more relaxed in considering compliance/non-compliance. Other site-visit teams were harsher, and this inconsistency will need to be resolved before the next round of visits beginning in the fall.
COUNCIL CHANGES
Council member Jane Amari joined Wick Communications Co. and will be editor and publisher of the San Pedro Valley News Sun in Benson and the Arizona Range News in Willcox, both in Cochise County, Ariz.; Mary Helen Brown named chair, Auburn Department of Communication and Journalism, replacing William Dale Harrison; James Hawkins, dean, Florida A&M School of Journalism and Graphic Communication, is administrator of the journalism division following the departure of Kimberly Godwin; John Lavine, former Council president, named dean of the Medill School of Journalism, succeeding Loren Ghiglione; Thomas Eveslage, named interim chair, Temple Department of Journalism, Tony Silvia named director of the South Florida-St. Petersburg Department of Journalism and Media Studies.

ACCREDITATION LAPSES
The University of Louisiana at Monroe allowed its status to lapse.

ACFJMC meets in May, to review programs, and in September, to discuss policies and issues. Each year, teams of educators and practitioners visit schools to review programs against the nine standards. An accrediting committee meets in March to review team conclusions. Member fees are based on a group’s budget, $5,000 for SPJ, with $6,000 for groups with bigger budgets.

The Council, founded in 1945, is the only body accrediting programs in journalism, public relations, advertising or telecommunications, with 16 industry groups and five educational organizations. SPJ joined in 1977, withdrew in the 1989-90 financial crisis and returned in May 1996. SPJ rejoined and President Kelly Hawes was the representative. I replaced Kelly the next year and am serving my ninth year as a Council member.
MEMORANDUM

DATE: April 22, 2006
FROM: Sally Lehrman
RE: DIVERSITY COMMITTEE REPORT
TO: Board of Directors

Here’s an update on new and ongoing activities.

**Diversity leadership fellows.** All of the diversity leadership fellows have become active at the local, regional or national levels. My hope is that we will see our new leaders stay involved with SPJ for many years to come. My thanks to Dave Carlson and to headquarters for finding ways to integrate these new leaders into opportunities such as serving on committees, judging national contests, and writing for Quill. For more detail, I’ll be glad to share my full report on the project to SDX.

They are all very accomplished people and interested in ongoing SPJ contributions. Please help us find ways to plug them into regional and local activities. Here is a list of this year’s fellows, along with their interests and contact information.

Curtis Lawrence, Columbia College, Chicago (professional development, high school journalism outreach, convention, clawrence@colum.edu), Holly Edgell, University of Missouri (membership, broadcast outreach, convention, hcedgell@yahoo.com), Bonnie Davis, Virginia Commonwealth (diversity, regional collaboration, bonniedavis@comcast.net), Felisa Cardona, Denver Post (education, regional collaboration, fcardona@denverpost.com), Pueng Vongs, New America Media, San Francisco (NorCal treasurer, convention, pvongs@pacificnews.org), Meena Thiruvengadam, San Antonio Express-News (audit committee, FOI, meenatal@express-news.net).

**UNITY collaborations.** UNITY is the umbrella organization for the four journalists of color organizations: AAJA, NABJ, NAHJ, NAJA.

Covenant: You’ll find a covenant proposal on the agenda, with the draft language provided separately. The intent behind strengthening our relationships with UNITY and its members is to share expertise and gain more traction on mutual goals. Being present at UNITY gatherings and active on diversity issues also helps us attract and retain members, as well as stay relevant in the changing news media environment. It shows that we are committed to serving all journalists, inclusively.

Trainings: We have made proposals for SPJ in-depth training on FOI and other issues at the NAJA and NABJ conventions. We also are planning a “welcome” event in Indy for NABJ.

Attendance: Dave Carlson will be attending at least two UNITY member conventions. Terry Harper will be attending AAJA; I will attend NAHJ. I hope to convince each of you to consider attending a UNITY member gathering as well. They are fun, interesting and informative. We are welcome to offer programming, so please keep this in mind for next year. For your convenience, here are the conventions:
NAHJ, June 14-17, Fort Lauderdale.
AAJA, June 21-24, Honolulu.
NAJA, Aug. 9-12, Tulsa, Okla.
NABJ, Aug. 16-20, Indianapolis.

The Rainbow Sourcebook and Diversity Toolbox project is ongoing. Diversity also is contributing awards candidates as requested, and looking forward to our second New America Award and Celebration of Diversity Reception.

You should all be receiving copies of *News in a New America*, my report for the Knight Foundation on new ways to think about and address diversity. I'll be glad to provide any background or help you find a way to do related talks or training in your area.
SPJ FOI Committee Activities April 2005- March 2006

FOI Committee Co-chairs
Charles Davis
Joel Campbell
Robert Leger

Prison Access Update
The highlight of the FOI Committee’s outreach this year was the completion of updating SPJ’s Prison Access Project Web site. A preliminary report about the research was presented at the annual meeting of the National Journalism Conference in Las Vegas. Thanks to the generous support of Sigma Delta Chi Foundation, the Web site has been updated. The next step is to produce 1,000 CDs with the information. Major distribution of the CD is planned at the National Journalism Conference in Chicago.

Reporters Shield Laws
In concert with SPJ leadership, a major focus of the FOI Committee has been improving both federal and state reporters’ privilege. Columns, speakers, panels and news releases have shown the need for improving shield laws in the wake of the jailing of Judith Miller and growth of government subpoenas.

Sunshine Week
Several SPJ FOI Committee members — and your co-chairmen — played roles in the 2nd Annual Sunshine Week event. Major kudos to ASNE’s Andy Alexander and Debra Gersh Hernandez, who led a major effort to get newspaper, TV stations and even web sites involved. SPJ provided content to the www.sunshineweek.org site including a column by Charles Davis as well as links to SPJ’s audit toolkit and “Open Doors” project.

Coalition of Journalists for Open Government
Through the leadership of Robert Leger, the SPJ FOI Committee has been active at the federal level to help stem the tide of government rollback of information access. Since 9/11 there have been many initiatives to restrict information. SPJ has been part of several initiatives to halt troublesome legislation or restrictive agency access policies.

National Freedom of Information Coalition
SPJ’s FOI committee is again jointly sponsor the National FOI Summit in April 2006 in Indianapolis. SPJ Sunshine Chairs have been awarded travel grants to attend the conference. Both Charles and Joel are involved in the program. Former SPJ president and Indiana Sunshine Chair Kyle Niederpreum was a primary organizer of the event.

Sunshine Chairs
We continue to have 50-plus Sunshine Chairs, one for every state and more than one in some. We e-mail them often and they are in touch occasionally. Sunshine Chairs have active in mobilizing journalists and the public in many local fights over access to meetings or records. For example, the Northern California chapter continues to be active in pushing legislation that would increase access to prison inmates, the Indiana chapter fought initiatives that would close information by privatizing government services, and the Utah chapter fought a frontal assault on that state’s open records laws by the state legislature.

Among this year’s alerts:

- Georgia Supreme Court Ends Mercer Lawsuit Over Private College Police Records
- SPJ disappointed in Hosty v. Carter ruling
- EPA seeks to cut off information about pollution
- Knightstown's secret insurance settlement examined by Indiana appellate court
- Public Access to Vital Records Threatened by Terrorism Prevention Act
- Student Journalists Compromised By Supreme Court's Decision

**Quill columns**
Joel and Charles continue to write an FOI-related column for each issue of Quill, and coordinate coverage of the FOI edition as well.

**Speaking interviews**
FOI Committee members have made and will make the following presentations through the Bloomberg-SPJ Training Program.

- **June 9, 2005**: The Register-Guard, Eugene, Ore.
- **May 18, 2005**: Greeley Tribune, Greeley, Colo.
- **July 15, 2005**: The Las Vegas Review Journal, Las Vegas, N.V.
- **November 16, 2005**: Cox Newspapers, Dayton, Ohio
- **February 8, 2006**: Springfield News Leader, Springfield, Mo.
- **February 7, 2006**: Star Tribune, Minneapolis, Minn.
- **May 17 & 18, 2006**: Cox Communications, Longview, Texas

Interviews: April 2005-April 2006: Davis, Leger and Campbell have been interviewed many times on a wide variety of FOI topics.

**In the Future**

After five years as FOI chair or co-chair, Davis announced plans to step down following this year. This means that the Committee, working closely with the SPJ board, must develop a plan of succession. We have been in touch regarding possible candidates.
MEMORANDUM

DATE: March 27, 2006
FROM: Wendy A. Hoke
SUBJ: FREELANCE COMMITTEE
FOR: Board of Directors

This year has been another year of growth in terms of visibility for SPJ freelancers. Following is a roundup of activities:

- Continued to be clearinghouse of information for freelancers on matters related to pitching, getting started and managing the business side of freelancing.
- Monitored discussion/activity of Federal Shield Law to ensure freelancers are covered (have offered to be part of the lobbying team).
- Expanded Quill column to include the voice and expertise of other freelancers.
- Helped regional conventions set up freelance panels.
- Improved Web presence with establishment of The Independent Journalist, a Web log (www.spj/freelancers.blogspot.com) that I hope can eventually be moved to SPJ’s site.

The blog was a way to offload the massive quantities of info piling up in my inbox that could help other freelancers. We continue to be a source for editors, including those at Christian Science Monitor, Foreign Policy magazine and a start-up international parenting magazine. I continue to field e-mails from editors hoping to search our as-yet-nonexistent database.

There’s a blending of the functions of SPJ freelancers and international journalists that may benefit from joint programming or efforts in the near future. Dan Kubiske and I continue to share info back and forth pertinent to both freelancers and international journalists.

The biggest initiative now underway is development of a searchable database on SPJ’s Web site. I threw out the idea back in my December Quill column, SPJ Leads picked it up and I received more than 350 responses from those wishing to be included in the database (and many believing it already existed).

Within those responses, I received profile data in a variety of formats — resumes, PDFs, bios, life stories, etc. My hope is that SPJ can have a Web professional build a database online that will allow each freelancer to input his or her own profile info. I can’t even begin to organize the mess of data I’ve received.
The database should include the following:

- Full Name
- Address
- Phone/Fax/E-mail
- Website/Weblog
- Level of experience
- Range of markets (newspaper, magazine, books, guidebooks, online, broadcast, photography, etc.)
- Areas of specialty (profiles, health, education, business, tech, etc.)

It should have a mechanism for allowing editors to register and search the database by geography, level of experience and areas of specialty.

I continue to receive weekly e-mails from folks looking for the database, so I see this as a crucial tool to be implemented in the 2006-07 program year.

SPJ's Freelance Committee operates like a virtual chapter. But it's also a time-intensive committee, requiring additional help. I'd like to spend the next year developing co-chairs and committee members so that the committee can eventually be turned over to someone else without losing momentum.

Thank you for continuing to recognize the strength of SPJ's freelance members and for supporting their work.
MEMORANDUM

DATE: March 27, 2006
FROM: Holly Fisher
SUBJ: GENERATION J
FOR: SPJ Board of Directors

The Generation J initiative continues to receive excellent response from SPJ’s young professional members. The programs we organized for the national convention in Las Vegas were well attended and received positive comments. Additional program ideas were submitted for the 2006 convention in Chicago.

The Generation J Committee is now made up of regional representatives for each of SPJ’s 12 regions. Each region, except one, has at least one Gen J representative.

Region 1:
Michelle Maskaly, Staten Island Advance
Region 2:
Tim Mazzucca, American Banker newspaper
Region 3:
Beth Bienvenu, WFTS, Tampa
Region 4:
Jennifer Boresz, Cleveland, Ohio
Anita Martin, Ohio Today alumni magazine
Region 5:
Erin White, Freelance Writer/Federated Media Radio
Rebecca Neal, Indianapolis Star
Region 6:
Amanda Lutz, WSAW-TV
Callie Martell, Range 11/News 6
Claire Smith, UW-Madison
Scott Theisen, Sun Newspapers
Sarah Klaphake, WDAY-TV, Fargo
Region 7:
Elizabeth Kelly Klay, News-Leader, Missouri
Region 8:
Urj Perwalz
Region 9:
OPEN
Region 10:
Stephanie N. Henschel
Region 11:
Sonya Smith, Orange County Register
Region 12:
Amy Green, Freelance Writer, Nashville

Many of these regional representatives are organizing programs for their regional conferences that focus on topics for young professionals.

The committee – and other Gen Jers – continue to write Generation J columns for each issue of Quill, focusing on topics of interest to young professionals.

Future goals:
* Generation J page on spj.org
* Add item to membership application/renewal form where those falling into the Generation J category can indicate they want to receive more information.
Report of the International Journalism Committee
March 2006

Summary
Besides keeping an eye on press freedom issues around the globe, the IJC has begun initiating new programs and activities.

The IJC discussion list is regularly active and busy with news and comments from around the world. When there is an issue of particular concern we first debate the issue extensively within the committee and then make our recommendations to the SPJ leadership.

- Since December 2005, the IJC has been in talks with the incoming president of the Inter American Press Association about working together on ethics and freedom of information seminars for the hemisphere.
- Was responsible for Dominican publication CLAVE adopting the SPJ Code of Ethics with only minor alterations. (We were publicly acknowledged for this at the reception in honor of the premier edition.)
- SPJ President David Carlson visited the Dominican Republic on two occasions to discuss freedom of information and ethics with journalists and journalism students.
- Sponsored the SPJ high school essay contest for international schools and received 19 submissions.
- Worked with the SPJ headquarters on drafting of statements regarding media freedom and the rights of journalists.
- Began project with the University of Maryland SPJ chapter to catalog the visa requirements for journalists having to go overseas.
- Provide regular updates of international events to the SPJ leadership as necessary.

Joint Efforts with Inter American Press Association
IJC Co-Chair Dan Kubiske initiated talks with Rafael Molina Morillo, Director of the newspaper El Día, who will be inaugurated as president of the Inter American Press Association at the October 2006 conference in Mexico City.

Molina is interested in working with the SPJ to develop a hemisphere-wide conference on freedom of information laws. The idea will be to tag this conference on to the annual fall conference of the IAPA the next time it meets in the United States. Molina said that would be sometime in the Fall of 2007 in Miami, Fla.

The idea of the conference will be to have representatives from all countries with IAPA members to discuss freedom of information laws. For countries with older and stronger FOI laws such as Canada and the United States, the participants can offer advice and assistance to countries with weaker, new or no laws at all.

Initial discussions have begun to see if such a conference is possible and where funding can be found so as not to impede on current SPJ funding efforts.

Molina also invited the SPJ to provide speakers for a first-ever discussion of journalism ethics at an IAPA conference. This session will take place in Mexico City during the annual fall conference.
We are still waiting for confirmation from the conference planners that the ethics program has been added.

**SPJ Code of Ethics Adopted by Dominican Publication**

Following a December 2005 visit to *Clave Digital* by President David Carlson, the managing editor of the publication asked about the SPJ Code of Ethics. President Carlson gave the editor a Spanish translation of the Code.

After reviewing it, the editor asked if *Clave* could borrow large portions of the code to use as their own. President Carlson said he could.

In Early January 2006, the editor informed IJC Co-Chair Kubiske that not only had the editorial staff endorsed the Code but also all staff, including advertising and distribution, signed on.

When *Clave Digital* unveiled its new weekly print edition — *CLAVE* — March 2006 the Code of Ethics — with special thanks to the SPJ for its assistance — was included in the packet of information given to all who attended the opening party. Likewise, in his introductory speech the editor spent almost half of this time discussing the importance of ethics and regularly pointed to the SPJ Code of Ethics as a vital guide for all journalists.

**President Carlson Visits Dominican Republic**

At the urging of IJC Co-chair Kubiske, President Carlson visited the Dominican Republic December 2005 as part of a program to discuss freedom of information laws and media freedom. A series of meetings was arranged with prominent journalists with the help of the U.S. Embassy Franklin Center.

The Dominican journalists were especially keen to learn more about the U.S. Freedom of Information Act and how it works. President Carlson stressed the importance of repeatedly using the law even with the many flaws that are always a part of such legislation.

Discussions were also held with the non-governmental think tank Funglode to explore ways the SPJ could help provide experts for their international journalism masters degree program.

President Carlson was invited back to the Dominican Republic February 2006 by a number of journalists, civic organizations, and the Franklin Center to be part of a series of discussions to celebrate the one-year anniversary of the Dominican Freedom of Information law.

Carlson’s presentation was given wide media coverage.

President Carlson also spoke at a forum organized by Funglode and before journalism students at a major university.

**Support for Project Impunity**

IJC Co-Chair Robert Buckman has been keeping an eye on the dangers to journalists in Latin America. He reported to the committee a case in Mexico where a newspaper stopped doing investigative reporting because of a machine gun and grenade attack on the paper’s offices in February, in which a reporter was critically wounded. The IJC drafted a statement for the President Carlson to issue on behalf of the Society.
Media Interviews
Co-chairs Kubiske and Buckman are often contacted by media outlets for comments on international journalism issues. Buckman will be part of a panel discussion on CNN in the near future on the security threats to journalists working in Latin America.

At all times, both Kubiske and Buckman refer back to existing SPJ policy statements.

Visa Survey
With fewer full-time bureaus operating, many U.S. media outlets must send journalists overseas on short notice. Because visa rules and regulations vary from country to country, the IJC, with the help of the University of Maryland SPJ chapter, will be compiling a database of these rules and regulations as well as contact lists at foreign embassies and consulates for journalists to consult.

The questionnaire was mailed March 27. The data will be assembled so it can be accessed from the SPJ web site.

High School Essay Contest
Acting in the same manner as a geographic chapter, the IJC invited high school students from more than 500 international schools to participate in the annual SPJ high school essay contest.

This year we received 19 entries. One had to be disqualified. Judging was handled within the IJC. The winning essay was forwarded to the national office March 24.

It is significant to note that entries came from every continent and that not all of the entrants were U.S. passport holders.

2006 Convention
The IJC put forth a number of proposals for convention programs. Several were in conjunction with other committees – notably Diversity and Freelance.

We were acutely disappointed to learn that none of our proposals were accepted. We were later informed that some of the ideas would be held in case space opens up as the convention plans progress.

Statements Issued
As noted earlier the IJC helps draft statements for the SPJ regarding international events affecting journalists.

- Last fall with the Ethics Committee we co-sponsored a statement calling for the end to the Pentagon's contract with a public relations firm to craft canned "news stories" for insertion in Iraqi newspapers.
- The IJC drafted a statement calling for the release of freelance journalist Jill Carroll only after it was clear our statement would not make the situation worse.
- We called on the Mexican government to fully prosecute those who attacked a newspaper in Northern Mexico with a machine gun and grenades, leaving one reporter critically injured. At the same time we underscored the SPJ's support for Project Impunity of the IAPA.
- We contributed to a statement on the Danish cartoons that so offended the Islamic world, stressing that freedom of the press is of paramount concern.
- The SPJ, at the urging of the IJC, came out in opposition to a United Nations policy that banned the free media of Taiwan from covering U.N. meetings.
International Connections

While not part of an activity initiated by the IJC, Co-chair Kubiske was part of the SPJ delegation, led by President Carlson, to South Korea for the founding of the Asia Journalists Association.

The IJC maintains a cordial relationship with organizations that host foreign journalists in the United States. It is our hope that we will be able to be a conduit for these groups to arrange for more peer-to-peer meetings of journalists.

We have been in touch with the Public Diplomacy office of the U.S. Department of State to request that journalists they sponsor for visits to the United States be connected with the SPJ national office and with local chapters. We are attempting to have this office arrange for some visitors to the national convention as well.
MEMORANDUM

DATE: March 24, 2006
FROM: June Nicholson, Journalism Education Chair
SUBJ: JOURNALISM EDUCATION COMMITTEE REPORT
TO: Board of Directors

The Journalism Education Committee has undertaken a number of endeavors for 2005-06. A few highlights:

I. SPJ Convention Sessions 2006 Chicago

June Nicholson, associate professor, VCU School of Mass Communications and chair, SPJ Journalism Education Committee, is working on the following convention sessions. Some of the Journalism Education members will be also involved in executing these sessions. Nicholson is a member of the SPJ Professional Development Committee, and liaison from Journalism Education.

Nicholson was asked March 15, 2006 to develop/moderate three panels for the 2006 convention in Chicago. Chris Vachon, programs director/SPJ, called to confirm these arrangements. Nicholson also has contributed some suggestions for a fourth convention panel that is being developed by Elizabeth Kelly Klay.

The three Nicholson sessions:

a) Solutions to News Industry Issues (this could be moved later to a plenary or mini-plenary convention session). In Chicago, SPJ will have access to some of the leading journalists and top news executives in the nation. I will bring together the industry's opinion leaders for a frank discussion of solutions to industry issues, among those: declining audiences for newspapers and television; ethics and credibility; media consolidation and convergence, as well as diversity coverage, as the country's demographics change. This session will also explore new audience ventures by newspapers and broadcast stations as they try to attract more diverse readers and viewers to counter the declines in traditional newspaper circulation declines and television viewership. Some of these new ventures hold promise for capturing new audiences and demographics. Speaker possibilities: Ann Marie Lipinski, editor, The Chicago Tribune; John Carroll, former editor, The Los Angeles Times; Bill Kovach; chair of the board of Committee of Concerned Journalists; Tom Rosenthal, director, Project for Excellence in Journalism; Bill Keller, executive editor, New York Times; Amanda Bennett, editor, Philadelphia Inquirer; Karen House, former publisher, Wall Street Journal; Mary Lou Fulton, vice president audience development and publisher of Bakersfield (Calif.) NorthwestVoices.com, a citizen journalism venture that complements the local newspaper. Trends in publications for younger readers (among those would be ventures of The Chicago Tribune) also would be explored. Broadcast speakers are being added to the possible line-up.
b) The News Industry and the Journalism Education: Bridging the Gap. Executives, editors and broadcasting managers discuss ways journalism educators and newspaper and broadcast organizations can work together to ensure students are well-prepared to work in a rapidly changing media marketplace. Speaker possibilities: one of the authors of the VCU "Walking In Step" study of practitioners and educators (the third year of this study is underway); Tom Kunkel, dean, College of Journalism, University of Maryland; journalism practitioners (head of ASNE, APME, someone on ACEJMC—the accrediting council for journalism education)

c) A panel on the new Carnegie/Knight Initiative on the Future of Journalism Education. This project involves, among others, Annenberg West (USC), Columbia, Northwestern, and UC-Berkeley. UT-Austin, Florida, Missouri and UMD-College Park have been added to programs talking about curriculum reform in journalism education. Representatives of the appropriate universities and Knight/Carnegie will be asked to speak.

In addition, the SPJ Journalism Education Committee proposed at its meeting at the 2005 convention that the 2006 convention provide an opportunity for a discussion (session or luncheon or some other event) for journalism educators and industry leaders to discuss the need for a closer alliance between journalism education and the news industry. Again, this could be a panel discussion or more informal gathering. This could be a part of any event that highlighted the Knight/Carnegie effort.

The fourth session that JE may assist with is being developed by Elizabeth Kelly Klay, a reporter/editor with the Springfield, Missouri newspaper. The session will address print and broadcast management. Nicholson contributed the following ideas for that session, to Elizabeth.

d) So You Want to Run Things? How to Get Ahead in News Management: This session would be similar to a session held at the 2005 convention titled Getting To The Top! Newsroom Management and Workplace Issues. Panelists will provide journalists who want to move up in their jobs with "tips" from top managers in newspaper and broadcast journalism, and with resources and information about opportunities for learning about management (these would include fellowship programs, leadership programs, mentoring opportunities, for example.

This session is intended to help make SPJ a leader in providing leadership training for managers, particularly people of color. The session is for anyone who aspires to be a leader in their newsroom or news company. Particular emphasis will be placed on the need for diversity in the managerial ranks of the news business.

Some possible speakers: Caesar Andrews, executive editor, Detroit Free Press and former editor, Gannett News Service. Andrews is widely recognized as one of the top newspaper editors in the nation and is known for his emphasis on recruiting people of color. Back-ups: Wanda Lloyd, executive editor, Montgomery (Ala.) Advertiser and founding director The Freedom Forum Diversity Institute for Newsroom Diversity; Catalina Camia, national editor, Gannett News Service and former president of UNITY; Carolina Garcia, executive editor, The Monterey (Calif) Herald, one of the most successful Latina editors in the nation. From broadcasting: TBA.
2. **Quill summer issue**: The JE Committee also is working on the Education issue of Quill magazine (August edition), around issues that relate to the connection and association between journalism education and the news industry, broadcast and print. A number of stories are being developed that address how the news industry and journalism education can work more closely together to address common issues of preparation, diversity, faculty hiring (including issue of making the switch from news to a teaching career). Some model “partnerships” between the industry and journalism schools will be examined. Some of the issues the Carnegie/Knight study will address will be folded into this issue.

3. The committee is building a “bank” of authors who are interested in contributing articles and/or columns to Quill on a regular basis, about journalism education issues. The committee also is expanded its membership to include individuals who are interested in working on specific issues to promote diversity in journalism education (course content, preparation, as well as faculty hiring, industry-education partnerships).

4. The Journalism Education Chair has been working with SPJ headquarters, the Professional Development Committee, and Diversity chair to help build the SPJ Newsroom Training program, that had been co-sponsored with Bloomberg News. Nicholson co-developed the Diversity Module, and assisted with the curriculum for the Narrative Writing module, to be taught by Tom Hallman, of The Oregonian.
MEMORANDUM

DATE: March 27, 2006
FROM: Dave Aekens
SUBJ: LEGAL DEFENSE FUND UPDATE
FOR: Board of Directors

It has been a busy six months for the Legal Defense Fund as far as supporting amicus briefs. The requests for money have been limited.

Financial:
The committee approved a $250 contribution Jan. 27 in the case of Hatfill vs. New York Times. The case involves a defamation suit by a man who has been a suspect in the Anthrax incidents.

The committee denied a $1,000 request from Jon Leiberman, a former employee of Sinclair Broadcasting who the company sued because it said it violated a no-compete clause. The committee believed the case was more business law than media law.

Amicus briefs:
The committee agreed to support a number of actions so far that have not required a financial contribution.

Oct. 24: National Press Photographers Association sought and received moral support in a fight to allow photographers to shoot in the subway system.

In November, LDF supported Kansas State newspaper editors and their adviser in a suit against the university after the adviser was removed from his position.

In January, LDF supported the Indiana weekly paper the Knightstown Banner in an effort to obtain public records involved in a settlement of a civil rights case.

In January, it supported Taus vs Loftus, a California case in which a plaintiff sued researchers who used journalistic techniques to determine the validity of her abuse claims. Copley Newspapers was taking the lead in the case.

Auction:
The LDF chairman and staff are working to raise items for the auction in August. A letter is going out to chapter leaders asking each chapter to donate one item for the auction. The chairman will follow up with calls this spring and summer.

Other:
President Dave Carlson and the LDF chairman created an application form for LDF requests that is on the organization's website that is intended to streamline the process and assure that all applications go to one place and have some basic questions answered.
MEMORANDUM

DATE: March 27, 2006
FROM: Mark J. Scarp, chair, Membership Committee
SUBJ: MEMBERSHIP COMMITTEE REPORT
FOR: SPJ Board of Directors

As a means to help foster increased membership and a higher retention rate, the board is reminded of two of its previous actions that await fulfillment:

(1) listing on membership renewals going to addresses within a reasonable ZIP code range of chapter home cities of those chapters' local dues amounts;
(2) inclusion on both online and hard-copy versions of the membership application a spot for prospective members to check to receive information on Generation J programs and activities.

The first, approved by the board in spring 2002, does not require all such members near chapter home cities to pay local dues, but it strongly encourages it by listing both the national dues amount and local dues amount separately, then added together to produce a total with the request to "please pay this total."

This was designed to do two things: (a) it adds more dues-paying local members to chapters that are serving many "national-only" members via member discounts without recompense and (b) it reduces the number of "national-only" members. National-only members are the most likely to decline renewal based on the time-honored excuse of, "I only get a Quill and a bill," because they aren't on local rosters and thus are seldom directly informed of local chapter activities.

The second, approved by the board not long after the creation of the Generation J Committee, was designed to give headquarters staff, the committee itself and board members a way to loosely track how many members ages 21-35 are attracted by Gen-J programs and activities. We know that the numbers of members taking advantage of post-graduate (PSG) status (student rate for two years after graduation) are fairly steady, with occasional upticks in the summer. While that chiefly accounts for those younger than 25, it doesn't tell how many older Gen-J'ers we are attracting for whom the PSG category seldom applies.

NOTE: Membership as of mid-March is in the mid-9,400 range after dipping to the upper 9,200s around the holidays but was around 9,900 last spring. Student membership seems to have been the category with the most ups and downs.
MEMORANDUM

DATE: April 10, 2006
FROM: Irwin Gratz, Chair
SUBJ: PRELIMINARY NOMINATIONS COMMITTEE REPORT
FOR: Board of Directors

As of today, this is what I know about declared candidates for office:

President-elect: Bruce Cadwallader, Clint Brewer

Secretary-Treasurer: Dave Aeikens, Jim Parker

Region 1: Carl Corry is stepping down; he's been talking with David Joachim of Deadline Club about running; Joachim is considering it

Region 4: Joe Wessels plans to run for re-election

Region 5: Richard Roth plans to stand for re-election, unless anyone else of substance indicates a desire to run

Region 7: Ron Sylvester plans to stand for re-election

Region 8: Travis Poling plans to seek re-election, unless anyone else of substance indicates a desire to run

Region 9: Deb Hurley plans to seek re-election

I have yet to learn anything about the at-large seat currently held by Sally Lehrman or hear from any students or advisers.
MEMORANDUM

DATE: April 7, 2006
FROM: Deb Wenger, Chair
SUBJ: PROFESSIONAL DEVELOPMENT COMMITTEE REPORT
FOR: Board of Directors

The Professional Development Committee focused again this year on the SPJ/Bloomberg Newsroom Training Program and national convention planning. Chris Vachon will certainly be providing much more information on the numbers of journalists trained and their responses to the training program, but the committee is certainly pleased with the ongoing success of the program.

In the past year, we have developed two new training modules – one focused on enhancing the abilities of newsrooms to cover diverse communities and one on broadcast writing. The broadcast writing module was just presented at WLOS-TV in Asheville on April 1 with solid evaluations. Unfortunately, there has been little industry interest in our diversity module – perhaps a sign of apathy toward diversity issues, or perhaps we need to “sell” the module more effectively. Finding an audience for that module is one of the goals of the committee for next year.

Once again this past year, we added trainers to our roster of those prepared to facilitate SPJ/Bloomberg training programs in the next fiscal year. We now have a total of 10 SPJ-member trainers.

Of course, the lack of future Bloomberg support for the training is going to mean changes for the program, but Professional Development Committee members strongly encourage SPJ to continue this valuable training program through other funding sources.

As stated above, the Professional Development Committee has been active in helping with national convention planning. Several convention sessions will be produced by Pro Dev members. Committee members will also be helping with student and professional critique sessions at the convention.

When the committee meets in Chicago this year, we hope to do some brainstorming about additional professional development opportunities the committee might champion in the next year.

It’s been a pleasure being your Professional Development chair this past year, and I welcome any input from the board or other committee members on projects you think we should tackle. I also look forward to seeing many of you in Chicago.
Feb. 20, 2006
Western Wyoming Community College
CS65 – 2500 College Drive
P. O. Box 428
Rock Springs, Wyo. 82902-0428
307-382-1754

Attention: Membership Committee
Society of Professional Journalists
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St.
Indianapolis, IN 46208

Dear SPJ Membership Committee:

PROVISIONAL CHAPTER APPLICATION:

1. Please find application fee attached as a check.

2. List of 10 students who are members of SPJ:

(a.) Darven Rader, Western Wyoming Community College, 2500 College Drive, Rock Springs, Wyo. 82902 (Phone: 1-208-306-0990).
(b.) Stephanie Harsha, 1400 Bridger Dr. No. 3, Green River, Wyo. 82935; (Phone: 307-871-4642).
(c.) Krysl McMillan, Western Wyoming Community College, P.O. Box 404, 2500 College Drive, Rock Springs, Wyo. 82902; (Phone: 307-352-5813).
(d.) Kristina Adams Belden, 28 ½ Blair Ave., Rock Springs, Wyo. 82901; (Phone: 307-389-6656).
(e.) Bryce Barker, 1800 Chestnut St., Rock Springs, Wyo. 82901; (Phone: 371-1524).
(f.) Chris Plant, 2500 College Drive, Rock Springs, Wyo. 82902; (Phone: 382-1740).
(g.) Dan Workman, 2500 College Drive, Rock Springs, Wyo. 82901; (307-371-0631).
(h.) Max Tarasov, 2500 College Drive, Rock Springs, Wyo. 82901; (307-389-0115).
(i.) Kyle Joyner, 321 McKinley Ave., Rock Springs, Wyo. 82901; (Phone: 307-350-0434).
(j.) Holly Dabb, 3 Wardell Court, Rock Springs, Wyo. 82901; (Phone: 362-3736).
3. List of five students who are willing to serve as acting officers and directors of provisional chapter:
   (a.) Darren Ruder
   (b.) Stephanie Harsha
   (c.) Krysi McMillan
   (d.) Bryce Bartke
   (e.) Kristina Adams Belden

4. List of school to be served: Western Wyoming Community College
   C-565, 2500 College Drive, PO Box 428
   Rock Springs, Wyo. 82902-0428
   Phone: 307-382-1800
   Phone for adviser: 307-382-1754

5. Faculty members who teach Journalism at Western and who are SPJ members in good standing:

   Dr. Linda Linn, Ph.D.
   Oracle Adviser – student newspaper
   Associate Professor
   Communication Department
   C-565, 2500 College Drive, PO Box 428
   Rock Springs, Wyo. 82902-0428
   Phone: Office – 307-382-1754
   Home: 307-382-7230
   Cell: 307-389-9819

   Carma Corra
   WWCC Public Relations Director
   2500 College Drive, PO Box 428
   Rock Springs, Wyo. 82902-0428
   Phone: 307-382-1661

   Holly Pieper-Dabb
   Daily Rocket-Miner Publisher
   Western Wyoming Community College Student
   Co-hort working professional in WWCC Reporting and News writing Class
   3 Wardell Court, Rock Springs, Wyo. 82901
   Phone: 307-382-3736 (Daily Rocket-Miner number)
6. Western Wyoming Community College is the only school involved in this application. There are only two WWCC instructors of journalism classes at this time, Dr. Linn and PR Director Corra, so the local newspaper publisher, Holly Dabb, who is also taking classes with other working news professionals at the college, has agreed to serve as the SPJ third quasi-instructor so the chapter can be formed.

Holly Dabb serves as a professional cohort for journalism students in the reporting class, and they shadow her on the job as they cover live news beats and events in the larger community of Rock Springs. The class is instructed by Dr. Linn using a coaching method which pairs new students with working professionals in the news business.

7. Linda Linn is offering to serve as the formal adviser for this provisional chapter. She is a 25-year-career journalist, with a Ph.D. in Communication and an emphasis in journalism. Her B.A. is in journalism; her masters and Ph.D. are in Communication. She is currently the adviser for the student newspaper at Western Wyoming Community College.

8. Western Wyoming Community has a small Communication Department comprised of two professors. While Dr. Linn teaches most of the journalism classes, the college public relations director also teaches some journalism classes. The other member of the Communication Department is Prof. Chris Kennedy, speech and interpersonal studies.

The school offers these courses for journalists, public relations students, layout and design students, cartoonists, online newspaper design students and art students—who inevitably all end up working on the student newspaper.

The courses we offer include:

(a.) Introduction to Journalistic Writing
(b.) Reporting and News Writing
(c.) Introduction to Mass Media
(d.) Public Relations
(e.) Publications Production I, II, III and IV — producing the student newspaper
(f.) A one-year certificate course in Web Design (which is taken by online newspaper students)
(g.) Graphic Design — two semesters
(h.) Beginning and intermediate Art — which is taken by our cartoonist students
(i.) Photography — taught by the Art Department
9. The petitioning members of this organization are students at WWCC, with one exception who is now pursuing her four-year-degree through the extension offices at Western.

Ruder, the student newspaper chief editor, and Harsha are second year sophomores, majoring in journalism; both are editors on the student newspaper and produce a campus newspaper every two weeks.

Krysi McMillan, also an editor, is a first year student. She served as an editor-in-training first semester and became the assistant managing editor this semester. She too is majoring in journalism.

Bryce Barker is a pre-med student with outstanding writing ability. He works on the student paper as a reporter.

Kristina Adams Belden is the student newspaper’s advertising director. She is in the second semester of that position. She earned her Associates Degree last year from Western and is now working on her four-year degree through a University of Wyoming outreach program at our campus. She is a paid employee of the student newspaper.

Workman, Tarasov and Joyner are all editors of a small campus parody and humor newsletter. They are all second year sophomores. Joyner and Workman also work on the campus radio station. Both Tarasov and Joyner are journalism majors.

Chris Plant is a WWCC history professor who has written for local media and the student newspaper for years.

Delana Putnam is a second year sophomore who has worked as a student reporter for two years. Her degree training is in technology, and she is training to become a welder. She has been the student newspaper’s political science reporter during that time.

10. WWCC’s campus is experiencing what some students call “a media explosion” this year. Not only has the student newspaper, The Oracle, been redesigned and increased from four issues a semester to nearly two issues a month, but the campus now has its own parody newsletter and a campus radio station. The public relations office has been and is an active part of the college, serving over eight regional newspapers/radio/television stations across a four-county area. The PR office has existed on this campus for several decades at least and the campus newspaper has been publishing for 30 years.
Application for Campus Chapter
Society for Professional Journalists

Sacred Heart University

Submitted by:

Debbie Danowski, Ph.D.
Associate Professor
English and Media Studies
Sacred Heart University
5151 Park Avenue
Fairfield, CT 06825
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SPJ Student Member Information

Sarah Decker, President, 60 Bryan Road, Washington, NJ 07882, 845-797-1627
Kayla O’Brien, Vice President, 10 Hudson View Hill, Ossining, NY 10562, 914-588-9978
Johanna Prentki, Treasurer, 7 Dena Drive, Blue Pt., NY 11715, 631-514-9917
Diane Szimidt, Secretary, 359 Clear Meadow Drive, East Meadow, NY 11554, 516-665-0692
Maria Gomez, 3 Cody Street, Startford, CT 06615, 203-252-4424
Adam Kagdis, 19 Danzi Court, Severna Park, MD 410-991-8877
Brittany Raine, 935 Friends Lake Road, Chestertown, MD 12817, 631-987-8061
Courtney Kohloff, 22 Burgess Street, East Haven, CT 06512, 203-410-4661
Steve Conoscenti, 7 Dewal Drive, Norwalk, CT 06051, 203-984-5584
Ashley Winseck, 1438 Boardman Street, Sheffield, MA 01257, 413-626-8529
Dario Melendez, 21352 Pagosa Court, Boca Raton, FL 33486, 561-504-3566
Ariane Rasmussen, 1405 Capitol Avenue, Bridgeport, CT 06604, 203-449-7720
Michael Barrett, 157 Lowell Avenue, Islip Terrace, NY 11752, 631-277-7590
Meghan Parisi, 7 Frederic Place, Yonkers, NY 10703, 914-497-5166
Ashley Bonora, 46 Cross Street, New Canaan, CT 06840, 203-972-0415
SPJ Faculty Members

Debbie Danowski, Associate Professor of English/Media Studies, Advisor to both student chapter of SPJ and student newspaper, the Spectrum and student magazine, Pioneer. teaches print journalism and is a freelance writer with three published books, Why Can't I Stop Eating?, Locked Up For Eating Too Much, and The Overeater's Journal. Also a member of American Society of Professional Journalists.

Cynthia L. Simoneau, (97632) Affiliate Instructor of Media Studies, publishing consultant to the Spectrum, teaches journalism classes, former managing editor at the Connecticut Post and currently columnist and internship supervisor.

Jim Castonguay, Chair of Department of Media Studies and Digital Culture, Associate Professor of Media Studies and Digital Culture, teaches print and electronic journalism classes.

Joanne Kabak, (New application recently submitted), Affiliate Instructor of Media Studies, teaches media and print journalism classes and is a freelancer with four books and more than 200 articles published, including in Newsday and Consumer Reports.
Description of Sacred Heart University

Sacred Heart University, the second-largest Catholic university in New England, offers more than 50 undergraduate, graduate and doctoral programs. Its main campus in Fairfield, Connecticut, is complemented by satellites in Connecticut, Luxembourg and Ireland. Over 5,600 students are enrolled in its four colleges: Arts & Sciences; Education & Health Professions; University College; and the newly established John F. Welch College of Business, committed to educating students in the leadership tradition and legacy of Jack Welch. U.S. News & World Report and the Princeton Review place SHU among America's best colleges in the Northeast, and Intel rates it #11 among the nation's most "unwired" campuses. SHU fields 32 Division I athletic teams, and has an award-winning program of community service.

The journalism curriculum at Sacred Heart University is housed both in the Department of Media Studies and Digital Culture and the Department of English and Modern Foreign Languages. As part of the curriculum, students can take a variety of classes. Following is a list of the classes and the recent changes made to the curriculum.

**EN376: Freelance Writing**
Based on information from the previous course offerings, I resurrected this course and expanded on the market research material offered to students. As part of the class students were required to subscribe to several electronic publications designed to assist freelance writers.

**MS/EN 211: News Writing and Reporting I**
I re-designed this course to provide a more practical learning experience for students. As part of the class students are required to work directly with editors of the Spectrum to allow for publication of their articles.

**MS213: Video Production**
I introduced a service learning component in this course. Students were required to produce videos for local nonprofit organizations. Interacting with these organizations provided students with a deep understanding of the societal issues facing many individuals.

**MS/EN294: Magazine Publication**
This course was not offered for many years before I came to SHU. I resurrected and updated it. My major contribution to this class was to add an electronic publishing component that allowed students to work with state-of-the-art software. In addition to learning three software programs, I also needed to study graphic design methods to prepare for this course.
MS300/EN374: Magazine and Newspaper Editing
I introduced this special topics class to fill a need for more emphasis on editing techniques in journalism. Students worked on creating an electronic magazine (e-zine) for a local business. Each student was assigned an editorial role for a specific section and required to work with writers to produce professional quality material.

MS/EN311: News Writing and Reporting II
I resurrected this class to allow students the opportunity to further develop their news writing skills. Coordination with Spectrum editors and publication of all material was also required in this course.

MS313: Television Studio Production
As part of this class, students were required to work in the studio to produce a video for Mercy Learning Center, a literacy organization in Bridgeport. Each student filled a role in the production, which resulted in a valuable marketing piece for the nonprofit organization.

MS/EN 370: Newspaper Publication
Though this class was in the catalogue for many years, it had not been offered in quite some time. I resurrected and re-created the course to actively involve students in creating and/or re-designing material for the Spectrum.
Journalistic Endeavors at Sacred Heart University

The *Spectrum* - Student Newspaper

The *Spectrum* provides the weekly University newspaper. They are responsible for establishing and maintaining an atmosphere of free and responsible discussion on campus. The paper is a means for bringing student concerns to the attention of the faculty and in aiding the students in formulating opinions on various issues.

*Pioneer* - Student Magazine

A full-color glossy publication, the recently-introduced *Pioneer* magazine provides students with five sections and 32 pages of news and entertainment.

*WHRT* - Student Radio Station

*91.5 WHRT* is open to all students to learn basic radio production skills. From hosting shows and broadcasting school events, *WHRT* provides a diverse experience in radio broadcasting.

Student Television Station

Currently in the final stages of planning, Sacred Heart University will launch a student television station with a half-hour news show created and produced by students.

*Spectrum Awards* - Student Journalism Awards

Each year 10 journalism awards are presented to students who work for the newspaper and the magazine. Following is an awards entry from.

Panel of Professionals - Student Lecture Series

Each semester journalism and public relations professionals are invited to speak to students at Sacred Heart. Following are three flyers from fall presentations. Another presentation is scheduled for the end of April.
Awards Entry Form

Name: ________________________________ Year: ________________________________

Home Address: ________________________________________________________________

Phone: ________________________________ SS #: ________________________________

All entries must be turned into Debbie Danowski (HC 221P) by April 20 at 11:00 a.m. and include a clip of the article or photo attached to the entry form. Students may enter in more than one category but must use separate entry forms.

Check One:

[ ] Best Overall Writer (Cash prize: $125)
[ ] News Story (Cash prize: $50)
[ ] Sports Story (Cash prize: $50)
[ ] Feature Story (Cash prize: $50)
[ ] A&E Story (Cash prize: $50)
[ ] Column (Cash prize: $50)
[ ] Photo (Cash prize: $50)
[ ] Service Award (Explain contributions to newspaper) (Cash prize: $75)
Public Relations Speaker

Jessica Bram - PR writer and founder and president of Jessica Bram Communications.

Interested in PR? Come spend time with Jessica Bram and find out first-hand knowledge from a public relations specialist!

Sponsored by the Spectrum and the Student Chapter of the Society for Professional Journalists at Sacred Heart University

October 20, 2005
11:00 a.m.
HC 217
Panel of Professionals:
Magazine Editors & Writers

Matt Kolk
Fairfield County Home Magazine

Joanne Kabak
Consumer Reports, Newsday

Jeff Pemberton
Wilton Magazine

October 27, 2005
@ 5:00 pm
University Commons

Sponsored by:
The Spectrum and the Student Chapter of the Society for Professional Journalists at Sacred Heart University
Co-Sponsor: CT ProChapter
The Spectrum and SPJ Proudly Present:

TELEVISION REPORTER
Paul J. Gough
of
Hollywood Reporter
CELEBRATING 75 YEARS

Reports on the latest entertainment news in Hollywood, Films, and Television

November 17, 2005
@ 5:00pm
In the Faculty Lounge

Sponsored by: The Spectrum
Co-Sponsored by: SPJ
Proposal: Rebranding and Retooling Regional Meetings. Regional meetings would be re-named; SPJ's Spring Journalism Conference sponsored/hosted/or brought to you by Region 1-12 or any combination.

Background: Some regional meetings are more successful than others. To assist those that are struggling and to boost even the most successful regional meetings, SPJ headquarters staff and volunteer members would create a "Regional in a Box," with two to three optional core programs, supporting materials, including flyer templates and online mechanisms for registration and payment. The core programs would feature the same topics at each of the Spring Journalism Conferences, though the faculty would change. Chapters and regional planning groups could customize these conferences, take or leave the model content to meet their own particular needs, and include additional programming or events. The Mark of Excellence Awards could be a feature of these mini-national conferences or part of a "student day" at the conference.

These mini-national conferences enhance SPJ's professional development programming and further reach out to the Society's members and non members. Regions would be encouraged to set clear membership advantages when setting prices to attend these events.

The Spring Journalism Conferences also should be flexible enough to allow partnerships with other organizations that can provide desirable programming for members and non members. Partnerships with Poynter, IRE and the Donald W. Reynolds journalism centers have proven to drive pro members to these meetings and other SPJ events in the past.

Implementation: SPJ headquarters staff already works hard assisting regions in creating programming and organizing event details. Rather than re-invent the wheel each year for each regional, headquarters staff, with volunteer assistance, would create a basic structure and then agree on a core group of general-interest programs, featuring mission topics, industry trends, specialized skills or topics relating to SPJ initiatives.

Timeline: If approved today, planning would begin and core programming and materials would be ready in time for the 2007 Spring Journalism Conferences, specifically with the creation of templates and a structure that can be easily replicated by volunteers throughout SPJ's 12 regions.

Respectfully submitted,

Molly McDonough
Richard Roth
Ron Sylvester
Proposal: SPJ’s creation of professional/topical “sections” within the Society to further engage our membership. These sections would provide tips, training, mentoring and related discussion for all members -- particularly for those individuals who are unaffiliated with a local chapter and/or those who have few opportunities to participate in SPJ.

Background: While SPJ has some active advocacy and topical committees -- namely FOI, legal defense, international reporting, ethics and diversity -- the Society lacks avenues for members to connect and interact regularly at professional levels. The organization of a freelance group is a good start. Rather than form additional groups based on media, SPJ would form sections based on topics that apply to all journalists regardless of the medium in which they work. Examples include:

Government, politics and law
Health, medicine and life science
Applied science and technology
Business and labor
Sports (with sub-groups such as pro sports, collegiate and high school)
Lifestyles, recreation and travel
Investigative reporting, computer assisted reporting, database mining
Teaching, education

Depending on their success and as value builds, these sections are a potential revenue stream for SPJ. Initially, sections would be free for all SPJ members. Perhaps members would be asked to pay more to be a part of a section (just as they would a local chapter). There’s also a chance that SPJ could provide some access to this information to non-members -- for a fee, of course.

Implementation: SPJ currently offers online message boards that aren’t as well used as they could -- or should -- be. SPJ’s Web Administrator, Billy O’Keefe, could design new ways to present information in a fairly uniform format that provides information and encourages discussion online. Each section would have its own SPJ Web page, with information and resources specific to those topical areas. Quill editor Joe Skeel ideally would incorporate some of the information found online into occasional features in the magazine. Section chairs also could be a resource for Quill, as possible columnists/contributors or direct connections to working pros and the issues they face day-to-day.

Section leaders initially would be non-board members appointed by the national president and eventually would be elected by members of their sections. Sections chairs would be more than mere moderators and would work online and communicate electronically to engage members as much as possible. These leaders, however, may request additional financial resources for specific projects from the national board. Sections could be relied upon by SPJ’s head of professional development to develop section-related programming and draw
members and potential members to the national convention and regional conferences.

Timeline: If this idea is approved by the national board, at least one or two section leaders could be in place and the online sections ready for launch as early as the national conference, where recruiting could begin and interest gauged in creating additional sections. If this is not possible, then perhaps we could announce the creation of these new sections at the conference and launch them by November 2006.

Respectfully submitted,

Molly McDonough
Sally Lehrman
Ron Sylvester
MEETING CALLED TO ORDER
With President Dave Carlson presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:23 a.m. on Saturday, January 14, 2006, in the Publisher's Conference Room at The Commercial Appeal in Memphis, Tennessee.

ROLL CALL
In addition to President Carlson, the following were in attendance: President-elect Christine Tatum; Secretary-Treasurer Bruce Cadwallader; Vice President for Campus Chapter Affairs Mead Loop; Region 3 Director Holly Fisher; Region 12 Director Clint Brewer; Executive Director Terry Harper; Associate Executive Director Chris Vachon and Associate Executive Director of the Sigma Delta Chi Foundation Julie Grimes. Sonny Albarado, local SPJ member and news editor at The Commercial Appeal attended portions of the meeting.

ASIAN JOURNALISTS ASSOCIATION
Carlson reported that the Society has had a significant impact on the Asian Journalists Association during its visits to Korea over the past three years. The Association has invited SPJ to be an associate member. There are no dues. Regarding travel requirements, we are invited to attend the Association's conference but not required.

Upon proper motion and second by Brewer and Tatum, the committee voted to join the Asian Journalists Association as an associate member.

PROGRAMS AND SERVICES
For the ad hoc committee for programs and services, Carlson has appointed past president Ray Marciano as the chair. He wants to appoint SPJ “neophytes” to serve as committee members. The role of the committee is to evaluate SPJ's offerings when it comes to programs and services.

NewsGems
The committee discussed incorporating Jon Marshall's NewsGems, a blog highlighting good journalism, as one of SPJ's member benefits. Tatum has been in communication with Marshall who has indicated that the cost to SPJ would be $12,500 per year for use of the content. It was suggested that this might be rolled into the Quill budget by having Marshall pen an article in every issue that draws from his blog.

Upon proper motion and second by Brewer and Fisher, the committee directed Harper to pursue a partnership with Marshall and NewsGems.

JOURNALISMTRAINING.ORG
Harper discussed the status of JournalismTraining.org, managed by SPJ and funded by the Knight Foundation. Harper indicated that SPJ was in the process of applying for a tie-off grant that would cover the program for two more years. After that, SPJ would be expected to absorb the project into its operations. Harper asked the executive committee to commit to continuing JournalismTraining.org, regardless of continued funding from Knight, the reasoning being that the site has enormous long-term potential for the Society and the journalism profession.
Upon proper motion and second by Loop and Tatum, the committee voted to continue to support and manage JournalismTraining.org, regardless of continued funding from the Knight Foundation.

**SPJ Awards Programs Recommendations**
The committee reviewed a list of recommendations from Awards Committee Chair Guy Baehr to improve SPJ’s selection process for individual awards.

Through a series of motions on the many recommendations contained in Baehr’s report, the following procedures for individual awards were adopted:

1. Committee chairs send up to three nominations to the Headquarters by the established deadlines. These nominations will be added to the master list of other nominations, made by the public, received at the Headquarters.
2. The full list of nominations will be sent to the committee chairs and a 30-day research process begins. The committee chairs should be on the lookout for any potential problems that might not be reflected in the nomination letters/materials.
3. At the end of the 30-day research period, committee chairs send their list of finalist recommendations to the Headquarters.
4. The finalist list will be posted in the “members only” section of www.SPJ.org for a 30-day comment period. Only SPJ members will be able to leave comments. Anonymous comments will not be accepted.
5. The comments will be compiled by staff and distributed to the appropriate committee. If any comment raises a concern, the chair should research this comment before any final decision is voted on by the executive committee at its summer board meeting.

Carlson will be sending a letter to committee chairs regarding the changes to the awards nomination process.

**Ocean County College Task Force**
The Society issued a press release critical of Ocean County College for removing its longtime newspaper adviser. The college has complained about the release and asked for a letter of apology.

Upon proper motion and second by Cadwallader and Brewer, the committee agreed to the following course of action:
- Carlson will send a letter to the college indicating that its complaint had been reviewed.
- The letter will indicate that the Society is awaiting the results of the task force assigned to investigate the matter before taking any further action.
- The letter will further indicate that the Society is reviewing its news release guidelines.
Loop abstained.

**Regional Conference Assignments**
The following regional conference assignments for officers were agreed upon:

March 24-25
Region 5, Indianapolis, Ind. – Cadwallader

March 31-April 1
Region 1, Newark, N.J. – Loop and Gratz
Region 2, Washington, D.C. – Carlson
Region 6, Minneapolis, Minn. – Cadwallader
Region 10, Kennewick, Wash. – Carlson
Region 11, Pasadena, Calif. – Tatum
Region 12, Memphis, Tenn. – none

April 7-8
Region 3, Athens, Ga. – Carlson
Region 4, Cincinnati, Ohio – Cadwallader
Region 7, St. Louis, Mo. – Tatum

April 28-29
Region 8, Oklahoma City, Okla. – Carlson
Region 9, Denver, Colo. – Tatum

**Satellite Chapter Approved**
Upon proper motion and second by Loop and Tatum, the committee approved a request to create the Orange County Pro Satellite Chapter.

**Provisional Chapter Status**
Upon proper motion and second by Loop and Tatum, the committee granted provisional chapter status to the SUNY Oswego Campus Chapter.

**Mentor Program**
There was discussion of the mentor program that has been proposed by the projects committee of the SDLX Foundation.

Upon proper motion and second by Fisher and Tatum, the committee voted to move forward with the proposed mentor program after the ethics campaign and the speakers bureau have been implemented.

**Adjournment**
There being no further business to come before the committee, Carlson declared the meeting adjourned at 5:05 p.m.
SPJ CAMPAIGN GUIDELINES

These election campaign guidelines should be followed by all candidates for the SPJ board of directors. Candidates with questions should the SPJ Nominations Committee Chairman or the Executive Director.

1. There will be no candidate speeches during regional meetings, other than those given by candidates for regional director.

2. Candidate speeches will be no more than three minutes in duration and will be delivered during the opening business meeting.

3. No signs may be posted in the hotel or convention site.

4. Candidates should limit themselves to one mailing to chapter leaders in advance of the convention.

5. Candidates should limit themselves to one reception or hospitality suite during the convention.

6. Current SPJ board members should remain neutral in all elections.

Notes:
- The order in which candidates give speeches will be based on the alphabetical order of their last names.
- While candidates may not post signs in the convention hotel, fliers, buttons and other literature may be distributed. Contact SPJ Executive Director (or designee) to arrange for display space near the convention’s registration area or trade show.
- Candidates may order chapter leader mailing lists at no cost from headquarters. To order the peel-and-stick labels, contact SPJ Executive Director (or designee). While most label orders can be filled in a few days, allow up to two weeks for delivery. SPJ does not supply letterhead, envelopes or mailing supplies. Postage costs for the mailing are the responsibility of the candidate.
- Receptions or hospitality suites at convention should be arranged through SPJ headquarters. Contact SPJ Executive Director (or designee) for more details.
- All candidates will receive information about board and committee meetings before the convention. Candidates are encouraged to attend board and committee meetings that are applicable to their prospective position.
- Candidates may purchase advertising space in Quill, the convention program or the convention newspaper at rates discounted 50 percent off the current rate card. Contact SPJ Executive Director (or designee) for information.

Last revised: 1997
THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

SUNDAY, APRIL 23, 2006
8 A.M. — 1 P.M.

EUGENE S. PULLIAM NATIONAL JOURNALISM CENTER
INDIANAPOLIS

Founded in 1961, the Sigma Delta Chi Foundation is dedicated to ensuring that those who carry on the tradition of a free press are prepared for the challenge. Its goal is to support the educational programs of the Society of Professional Journalists and to serve the professional needs of journalists and students pursuing careers in journalism.
AGENDA
SIGMA DELTA CHI FOUNDATION
BOARD OF DIRECTORS MEETING
APRIL 23, 2006
8 A.M. – 1 P.M.
EUGENE S. PULLIAM NATIONAL JOURNALISM CENTER
INDIANAPOLIS, INDIANA

1. Call to order – Gillman

2. Roll call – Geimann
   a. Gillman
   b. Ashton
   c. Geimann
   d. Dubin
   e. Aughterson
   f. Brown
   g. Bunting
   h. Cadwallader
   i. Carlson
   j. Cross
   k. Gratz
   l. Harnisch
   m. Hawes
   n. Ketter
   o. Kirtley
   p. Leger
   q. Levins
   r. Loop
   s. Mauro
   t. Maynard
   u. McKerral
   v. Porter
   w. Pulliam
   x. Tatum
   y. Vines

3. Approval of October 15, 2005, meeting minutes [PAGE 3]

4. President’s Report – Gillman

5. Executive Director’s Report – Harper

6. Associate Executive Director’s Report – Grimes [PAGE 7]
   a. Development Project – Grimes

7. Committee reports/updates
   a. Executive – Gillman
   b. Communications – Geimann [PAGE 11]
      i. Website Redesign Preview – O’Keefe
   c. Development – Ashton [PAGE 13]
   d. Finance – Dubin/Harper/Koenig
      i. Adoption of budget for fiscal year ending July 31, 2007 [PAGE 22]
   e. Governance/Mission
   f. Grants and Awards – Vines/Loop
      i. Funding Guidelines [PAGE 32]
      ii. Grant Requests Recommendations [PAGE 33]
      iii. Active Grant Updates and Final Reports [PAGE 39]
         (1) SPJ Grants [PAGE 40]
         (2) Outside Organization Grants [PAGE 55]
   g. Projects – Brown/Cross
      i. Ethics Campaign Strategic Plan Draft [PAGE 100]

8. Old business
9. New business

10. Adjournment

Appendix Items
- Board Committee Assignments [PAGE 112]
- 2005-2006 Plan of Work [PAGE 114]
- Grant-making History [PAGE 117]
- Board Member Terms [PAGE 122]
Minutes
Meeting of the Board of Directors
Sigma Delta Chi Foundation
October 15, 2005
Las Vegas, Nevada

Call to Order
With President Todd Gillman presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 11:05 a.m. on Saturday, Oct. 15, 2005, at the Aladdin Resort and Casino in Las Vegas.

Roll Call (check this)
In addition to Gillman, the following were in attendance for all or a portion of the meeting: Vice President Betsy Ashton; Secretary Steve Geimann; Treasurer Howard Dubin; Directors Guy Baehr, Fred Brown, David Carlson, Al Cross, Holly Fisher, Irwin Gratz, Ruth Ann Harnisch, Jim Highland, Jane Kirtley, Robert Leger, Mead Loop, Dori Maynard, Sue Porter, Christine Tatum, Georgiana Vines, and Matt Winkler. Executive Director Terrence G. Harper and Deputy Executive Director Julie Grimes also were present for the meeting.

Absent from the meeting were board members Ken Bunting, Kelly Hawes, Bill Ketter, Tony Mauro and Russell Pulliam.

Approval of Minutes
Upon a proper motion and second by Ashton and Dubin respectively, the minutes of the May 1, 2005, Sigma Delta Chi Foundation Board of Directors Meeting were approved as presented.

Officer and Staff Reports
Harper referenced his written report which was distributed via e-mail prior to the meeting.

Katrina Relief Fund Update
To date, 17 grants have been awarded from the Katrina Relief Fund. The total awarded to date is approximately $4,000.

Upon a proper motion and second by Vines and Geimann respectively, the board voted to set an application deadline of Feb. 1, 2006, for the Emergency Grants from the Katrina Relief Fund.

SPJ Board Meeting Highlights
SPJ President Irwin Gratz provided the group with a brief summary of the SPJ board of directors meeting held earlier in the day. Gratz reported that the SPJ Executive Committee approved the production of The Journalist for 2006, including restructuring and cost-saving changes. Two awards being presented during the convention have generated some discussions. The awards are: a Sunshine Award to Illinois Attorney General Lisa Madigan and a First Amendment Award to Judith Miller. Miller’s award
recognizes that she stood up to a prosecutor and spent 85 days in jail. The result is a light on the issue of a federal shield law.

SDX PRESIDENT’S REPORT
Gillman briefly reminded the group that many good ideas were generated during the board’s spring meeting. Board members will be planning and executing those projects throughout the coming year.

COMMITTEE REPORT: COMMUNICATIONS
Geimann referred to the committee’s written report in the board packet. He also reported that the committee will be looking at increasing promotion of the Foundation’s awards programs. The committee also will seek the best option to display the work of the Pulliam Editorial Fellow on SPJ’s Web site. They hope to develop a section on the site about editorial writing. The committee also will be working on the 2004-2005 annual report. The committee will seek out ways to maximize the distribution of the report.

COMMITTEE REPORT: FINANCE
Harper reported that the yearly financial audit will be complete soon. He recommended that the board create an audit committee.

Dubin suggested a change in the Foundation’s investment management policy. He recommended that the Foundation place $1 million dollars with an investment adviser and examine the performance rate.

Upon a proper motion and second by Dubin and Ashton respectively, the board voted to turn over $1 million dollars from the Foundation’s Pulliam General Fund to money manager Ellen Cardozo Sonsino of Morgan Stanley and to direct the Finance Committee to begin development of a procedure by which outside managers will be selected. This decision will be revisited after one year.

Sonsino will have discretion on the account but will initiate contact with a committee member prior to buys and sells.

COMMITTEE REPORT: DEVELOPMENT
Ashton reported that communication with the board concerning development issues has been most helpful. Monthly donor lists prepared by headquarters are very useful.

The next contact with Foundation supporters will be through a Thanksgiving mailing.

Ashton reminded board members about the importance of financial gifts from each board member during the year. Stall will help make board members aware about their gifts to the Foundation in the coming year.

During the committee meeting earlier in the day, committee members discussed the need to focus efforts on planned giving opportunities. Information about this should be prepared for board members. The committee would like to see the Foundation reach out
to a variety of individuals, including those who are not members of SPJ. The Journalist magazine has been one attempt to reach the broader world of journalism.

Ashton and Winkler told board members the Foundation is a unique group with no comparable organization with local roots that stretches back a century. Literally, it should be considered the foundation of journalism. During the committee’s meeting, Winkler suggested creating an annual event honoring a newsmaker that has achieved greatness in journalism. He suggested the event be tied to special places of historical journalistic significance. The event, too should tie the organization to the future, and not just to the past. The event should be done in a thoughtful, tasteful way and should celebrate the achievements of an individual.

A committee made up of Ashton, Winkler, Harnisch, Baehr, and Cross will examine this opportunity and make a report to the board.

**Committee Report: Governance**
The Governance Report was presented in the board packet. Gillman reported the only change to the written report was to remove Irwin Gruiz from the three-year term since he will remain on the SPJ board of directors for another year.

Upon a proper motion and second from Highland and Geimann respectively, the board elected the following officers and board members: President: Todd Gillman (two-year term); Vice President Betsy Ashton (one-year term); Secretary Steve Geimann (one-year term); Treasurer Howard Dubin (one-year term); board members Betsy Ashton, Fred Brown, Jane Kirtley, Dori Maynard and Sue Porter (re-elected to three-year terms); and board member Mac McKerral (elected to a three-year term).

Future election reports should include a complete list of board members and terms.

In other governance business, the board revisited the idea of a conflict of interest policy regarding grant requests that was proposed during the Spring 2005 board of directors meeting.

Upon a proper motion and second by Carlson and Leger respectively, the board voted to adopt the policy statement below and prepare a Foundation bylaws change.

**Policy Statement:**
The Sigma Delta Chi Foundation shall not accept grant proposals that will directly benefit any director or anyone who is to become a director by virtue of office. This policy shall also apply to any former director for a year after leaving the board. Board members shall not vote on or advocate a grant application that would benefit an organization with which they are affiliated, other than answering questions during a board meeting. This policy shall be referred to the Governance Committee for proposal as a bylaw.”
**COMMITTEE REPORT: GRANTS & AWARDS**
Committee Chair Vines reported the committee’s proposed funding priorities for any remaining budgeted funds:
1. 2006 National Freedom of Information Coalition Conference
2. Database for SPJ
3. Ethics Adviseline with plan to pursue cooperation

Upon a proper motion by Vines and Gratz respectively, the board voted to commit $5,000 from the 2005 budget to the NFOIC Conference.

**COMMITTEE REPORT: PROJECTS**
Fisher reported that she had received interesting feedback and suggestions for implementing a mentoring program focused on young professionals in the early stages of their careers.

**PROJECT UPDATE: ETHICS CAMPAIGN**
Staff continues to communicate with a public relations firm in Chicago that will be helping to craft the campaign message. The volunteers have been identified, and communication will continue following this convention. Initial plans for the internal component of the campaign include educating journalists about SPJ’s Code of Ethics. The external component will focus on trustworthy journalists and journalism.

A helpful addition to this project would be a succinct and consistent response for questions about why SPJ chooses not to enforce its Code of Ethics.

**PROJECT UPDATE: JOURNALISM DATABASE**
Board members discussed the development of a database of journalists that would be used by SPJ and the Foundation. This has been an ongoing discussion.

Dubin offered a gift of $10,000 to help purchase a database of journalists’ contact information. Harrisch offered to contribute $5,000 to such a purchase.

**NEW BUSINESS**
Upon a proper motion by Vines and a second by the full board of directors, the board unanimously adopted a resolution honoring Ursula Dubin.

Board members reviewed dates and locations for 2006 board meetings: the spring meeting will be April 23 in Indianapolis. The fall meeting will be Aug. 24 in Chicago.

**ADJOURNMENT**
Upon a proper motion and second by Geimann and Brown respectively, the board meeting was adjourned.
MEMORANDUM

DATE: April 20, 2006
FROM: Julie Grimes, Associate Executive Director
SUBJECT: Staff Report
FOR: Board of Directors

When I joined the SDX Foundation as associate director in the fall of 2005, I was excited about the possibilities for the Foundation and for me personally. As I become more comfortable with Foundation activities, I continue to remain excited about the many opportunities of the Foundation to impact the journalism profession.

I have divided this report into categories of activity. I look forward to your comments and feedback.

DEVELOPMENT

Each month, board members receive giving reports outlining the previous month’s giving history. I have been very pleased with board involvement in recognizing and thanking our supporters. Individuals receive official acknowledgements each week through the office, but the personal contact made from one volunteer to another is an outstanding addition to our program.

Last fall, my first priority with regards to development was to gain an understanding of the Foundation’s giving history and donor base. I spent significant time reviewing computer records and developing gift entry procedures to ensure that information could be accurately extracted.

Below is a 2005 giving summary. The report notes total gifts received for the year. Following the giving summary are details for specific campaigns taking place during the past year, along with plans for Fiscal Year 2007 (Aug. 1, 2006-July 31, 2007).

Giving Summary (Jan. 1, 2005-Dec. 31, 2005)

<table>
<thead>
<tr>
<th>Program</th>
<th>Responses</th>
<th>Contribution Totals</th>
</tr>
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<tbody>
<tr>
<td>Annual Fund</td>
<td>278</td>
<td>$25,925.66</td>
</tr>
<tr>
<td>Kees Memorial Fund</td>
<td>73</td>
<td>$12,585.00</td>
</tr>
<tr>
<td>Specified Gifts</td>
<td>18</td>
<td>$296,849.74</td>
</tr>
<tr>
<td>Total</td>
<td>369</td>
<td>$335,360.40</td>
</tr>
</tbody>
</table>

* Note: Specified gifts are gifts to the Foundation for specific programs. Examples include: SPJ/Bloomberg Training on the Go; Ted Scripps Leadership Training Institute grant; Fred I. Archibald bequest; scholarship trust payments; chapter scholarship gifts; gifts toward regional conference programs and chapter programs; and gifts from individuals that are set aside for specific purposes not outlined in the Foundation’s annual fund program.

End of Year Mailing

In November, 2005 donors received a letter thanking them for their commitment to the Foundation and its work. The body of the letter included quotes from individuals who benefited from the Foundation’s programs. The mailing included an opportunity to make an additional contribution to the Foundation. This was a successful outreach for us, with 306 letters mailed and 28 responses. This effort yielded $3,770 in gifts and identified at least three individuals to approach about specific, future gifts toward the Foundation’s work.
**Mini-case Mailings**

In April 2006, professional SPI members, news industry leaders and a segmented group of newspaper executive editors will receive the final in a series of mini-case mailings. This outreach emphasizes the Foundation's ethics programs and is timed to coincide with SPI's Ethics in Journalism Week. These mini-case mailings have been used to educate donors and prospects about each of the Foundation's core areas of activity: freedom of information, education, diversity and ethics.

Below is a summary of results from the previous three mini-case mailings. In each case, approximately 5,000 pieces were mailed.

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Date</th>
<th>Responses</th>
<th>Response Rate</th>
<th>Total</th>
<th>Average Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>11/04</td>
<td>64</td>
<td>1.28 %</td>
<td>$6,435</td>
<td>$100.55</td>
</tr>
<tr>
<td>FOI</td>
<td>02/05</td>
<td>73</td>
<td>1.46 %</td>
<td>$7,130</td>
<td>$97.67</td>
</tr>
<tr>
<td>Diversity</td>
<td>06/05</td>
<td>28</td>
<td>.56 %</td>
<td>$1,650</td>
<td>$58.93</td>
</tr>
</tbody>
</table>

**Annual Fund Progress**

The goal for the 2006-07 annual fund campaign is $30,000. To date, the Foundation has received $13,476.91. This campaign will close on July 31, 2006. The ethics mini-case outreach described above as well as the giving campaign attached to the annual report mailing in May should bring us close to the $30,000 goal.

The general outline for the 06-07 Annual Fund Campaign is a part of the 06-07 budget proposal.

**Personal Visits**

This spring and summer, I plan to visit Foundation friends in Atlanta and Texas. Included with these trips will be participation in a Narrative Writing Workshop and an SPI/Bloomberg Training on the Go program. Each of these trips will include a visit with a member of the 1909 Society, the Foundation's planned giving society.

I also am considering an additional visit to Louisville, Ky.

**COMMUNICATIONS**

An early priority in the communications area was to review the Foundation's Web site and outline plans for a new site, scheduled to launch later this year with SPI's site redesign. That outline will be reviewed this weekend by the Communications Committee.

Preparing and distributing the annual report remains a priority in this area. As of this report, the copy has been completed and design options are under consideration. The distribution goal for this report is middle to late May.

Ongoing in this area is a monthly Quill feature related to Foundation-funded projects and activities: The following stories have been published to date:

- April 2006: Eugene S. Pulliam First Amendment Award feature
- March 2006: Hurricane Katrina Emergency Relief Grants feature
- Jan./Feb. 2006: Ethics in Journalism Week Programming Grants feature

Each issue of Quill magazine also contains an SDX house ad. A priority this summer will be to plan a new, yearlong house advertising campaign focusing on Foundation work and giving opportunities.
Another opportunity for Foundation awareness is through *SPJ Leads*, the Society’s weekly e-newsletter. An effort will be made to include short, feature pieces for future issues of this newsletter.

**GRANTS AND AWARDS PROGRAMS**

**Grants**

The first step with the Foundation’s grant program was to update the status of all active grants. You will find grant status reports in the board packet for this meeting.

Throughout the year, I maintain contact with active grant recipients to ensure that programs are underway.

For consideration at this meeting, the Foundation received nine grant requests from SPJ and six grant requests from other organizations. In addition to grants funded at this meeting, in 2006-07 the Foundation will fund three grants from previous year commitments. Those include: sponsorship of a survey for the University of Georgia Foundation ($3,000); sponsorship of NCEW’s Minority Writers Seminars ($20,000); and the NPOIC 2006 annual conference ($5,000).

**Eugene C. Pulliam Editorial Writing Fellowship**

The 2005-06 recipient of the Foundation’s editorial fellowship is progressing in her work. Kate Riley of The Seattle Times just completed an anthropology course, and in April she began a leave of absence from her job. She will focus fulltime on her studies of the Kennewick Man and the relationship between scientific study and Native American culture. Riley plans to contribute an article to Quill magazine later this year.

Riley is the first recipient of the increased $75,000 fellowship and must show plans to publish a portion of her work upon conclusion of the year-long fellowship.

The Foundation will continue its sponsorship of a luncheon as part of the National Conference of Editorial Writers annual convention. The fellowship is presented each year during this luncheon, and the Foundation seeks to raise awareness of the fellowship among editorial writers.

The deadline for applications for the 2006-07 fellowship is July 1. To date, we have completed a mailing to all members of NCEW. The fellowship also was promoted through an article in NCEW’s quarterly newsletter. Information is available at spj.org and has been publicized in *SPJ Leads*. A targeted outreach also took place to editorial writers and top editors using Vocus, a leading communications software package.

**Eugene S. Pulliam First Amendment Award**

The application deadline for this award is July 1. To promote this award, an article was included in the April issue of Quill magazine, and full page ads have run in the magazine throughout the spring. All state open government coalitions will be contacted about this award, as well as contacts through the National Freedom of Information coalition. SPJ’s FOI Committee Chairs also are being asked to make nominations for this award.

**ETHICS CAMPAIGN**

Last year, the Foundation received a grant from the Ethics and Excellence in Journalism Foundation to develop a strategic plan to focus the organization’s ethics efforts and launch a national ethics campaign.

The first draft of that plan has been delivered to the executive committees of SDX and SPJ and the Foundation projects committee for review and comment. The next steps will be to develop the message of the campaign; prioritize campaign activities; and develop a fund raising plan for the campaign.
A copy of the plan draft is included in this board packet.

**STAFF DEVELOPMENT**

In January, I attended a Principles and Techniques of Fund Raising course through The Fund Raising School at IUPUI. This was an intensive, five-day program full of information and tools that I immediately put to work for the Foundation.
MEMORANDUM

DATE: April 23, 2006
FROM: Steve Geimann, Communications Committee Chairman
SUBJ: COMMUNICATIONS COMMITTEE SPRING 2006 REPORT
FOR: SDX Board of Directors

Members: Fred Brown, Mead Loop, Dori Maynard

The Communications Committee makes recommendations to the board on initiatives, public and journalism forums and other projects and programs that help promote the Foundation and SPJ's education efforts. Working with the Mission Committee, the committee coordinates board informational activities, including press releases, the Foundation's presence in SPJ publications, the Web site and other materials.

The 2006 Plan of Work includes continuing to update the SPJ Web site to give visibility to Foundation activities. The committee has oversight for promoting the Pulliam award and is identifying new ways to promote the Foundation's work.

Progress to date includes:

- The full SDX board has a one-stop message group that will promote communications among the directors, and officers. The message SDXBoard@spj.org is available for all SDX Board members.
- Promotion of the Pulliam Editorial Fellowship expanded with fliers mailed to 1,400 to dailies and to all 500 members of the National Conference of Editorial Writers. A half-page advertisement appeared in American Journalism Review.

Continuing initiatives:

- Investigate newspaper syndicate relationship proposal to publish Pulliam Editorial Fellowship winner's work. This would encourage additional candidates to seek the award, as a way to get around the reluctance of some newspapers to publish work during the six month leave. Several syndicates are being contacted.
- Work with SPJ on a communications strategy.
- Posting Pulliam winners' work on the Web site, as either a single narrative or a series of articles that might be made available as op-ed pieces for any newspaper. This project has been under discussion for the past two years, and we have a backlog of work-product from the award winners.
• Develop advance centennial awareness program, sending special messages to donors and other special friends each April 17, the date on which the seven DePauw men stood up to declare Sigma Delta Chi as a journalistic fraternity in 1909. The format would represent SPJ and SDX as two sides of the same coin.

In the future:

• Solicitation of guest column of letters to the editor targeted for publication in industry publications to be written by the Foundation president, discussing issues such as press freedom and media research — activities supported by the Foundation.
• Correlate the winners of the annual Pulitzer Prizes in journalism and Emmy Awards for broadcast journalism, and alert SDX donors when an SDX Award winner is also honored with another national award.
• Revising, republishing the annual report.
MEMORANDUM

DATE: March 23, 2006
FROM: Betsy Ashton
SUBJ: DEVELOPMENT COMMITTEE
FOR: Spring Board meeting book

The Development Committee will meet prior to the SDX Board meeting to consider the question of having an annual fund-raising event, a dinner honoring a legendary journalist.

The committee will also review recommendations submitted by three New York-based event planning organizations which detail the kind of work those organizations do, the likely cost of the event, projected revenue, and the kinds of financial and fund-raising support required by the board.

One of those proposals has already been emailed to staff and committee members and can be included in the packet. I do not have the other proposals as yet.

Betsy
RECOMMENDATIONS FOR THE SIGMA DELTA CHI FOUNDATION FUNDRAISING EVENT

TIMING AND TYPE OF EVENT
The event should be held in the spring or fall, ideally on a Tuesday, Wednesday or Thursday. The winter and summer months are not ideal for planning purposes, due to holiday and vacation interruptions. Weekdays are the most successful for fundraising events as the weekends are usually reserved in everyone's calendar for social events.

It is recommended that the event consist of a cocktail hour, followed by a seated dinner, and it should include at least one honoree, chosen by the organization and whose recognition can further demonstrate the purpose of the organization. Additional elements can be added to make the evening memorable and successful, such as: a film profiling the honoree or organization, live entertainment, an auction, celebrity guest speakers, etc.

LOCATION
New York City is the financial hub of the country and the primary city for media. This would be the most likely location to host an event to raise significant funds for an organization based in the field of journalism. While it may be enticing to hold the event in another city, or perhaps move it from one year to the next, this could present significant fundraising hurdles. Once an event is established, the supporters tend to make a mental note of it for coming years and contribution plans. If the event were to be moved, an entirely new list of supporters would need to be constructed each year.

The following are two examples of organizations that recently recognized and benefited from the fundraising base available in New York City:
- Opera America was based in Washington DC for decades yet recently moved their offices to New York City for fundraising purposes.
- The Center for Investigative Journalism held their annual gala in New York City in 2004, rather than their home city of San Francisco, and garnered much more income as a result.

INCOME/EXPENSE STRATEGY
The typical pricing structure for seated fundraising dinners in New York is:
Corporate Underwriting – $50,000 +
Tables (seating 10 guests) – $10,000 +
Individual Tickets – $500 +

Normally tables and tickets would be offered at a minimum of two price options (eg. Tables at $10,000 & $25,000)

The average expense for a gala dinner is 25 to 30 percent of the gross income. For example an event that grosses $750,000 nets $500,000 for the organization and costs $250,000 to host. The
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Special Events  
580 Broadway, Suite 708  
New York, NY 10012  
212-629-8748  
rsvpny@aol.com  

cost of hosting includes all expenses such as: catering, graphic design, postage, audio/visual, photography, award, travel, awards, outside consultants and vendors.

LEADERSHIP  
A committee should be organized to oversee and fundraise for the event. Key members of the board should participate in the committee, with a commitment to raise a significant portion of the income. This group can be supplemented with outside supporters who are enthusiastic about the organization and commit to “give or get” a stated amount of support. The board, as a whole, should financially support the event as individuals, but should not be expected to raise large contributions.
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Special Events  
580 Broadway, Suite 798  
New York, NY 10012  
212-629-8748  
rsvpny@aol.com

EVENT PLANNING SERVICES:

GENERAL/MISCELLANEOUS
Create and maintain event timeline

BUDGET/ FINANCIAL
Work within Gala budget
Oversee Gala income and expenses

COMMUNICATIONS/ACKNOWLEDGMENTS
Liaise, as needed, with:
- Organization's Director
- Organization's Development and other staff
- Event leadership
- Event committees
- Event Chair(s)
- Public Relations staff (or firm affiliated with the organization)
- Graphic Designers
- Gala related vendors
Oversee preparation and mailing of invitational letters to special guests, honorees, & patrons
Oversee follow-up calls as designated by organization, assisting where needed
Oversee the preparation and mailing of "thank you" letters

INVITATIONS, PROGRAM, GUEST LIST
Oversee master invitation list from organization's database
Coordinate solicitation and/or correction of mailing lists from:
- Honorees
- Committee members
- Other participants, as needed
Oversee preparation and mailing of pre-solicitation letters
Coordinate "Save-the-Date" design, production, addressing, 1st class mailing
Coordinate invitation design, production, addressing, 1st class mailing
Coordinate inclusion of invitation personal notes from event leadership
Track RSVPs by name, create and maintain guest list
Oversee design and production of event program (copy to be provided by organization)
Oversee design and production of place cards
Organize seating arrangements, with event leadership and staff
Prepare seating chart
Prepare final guest lists
LYNN A. McCARY
Special Events
580 Broadway, Suite 708
New York, NY 10012
212-629-8748
rsvpny@aol.com

EVENT SPACE, FOOD, BEVERAGE AND ENTERTAINMENT
Assist in selecting event site, as necessary.
Review and address on-site needs:
  • Reception area
  • Catering
  • Seating
  • Security
  • Staffing
  • Staging
  • Podium
  • Lighting, etc.
Oversee menu, bar, rentals, wait-staff, schedule, etc.
Reserve appropriate entertainment (sound system/engineers, etc.)
Oversee decorations and flowers

PRE-EVENT PREPARATION
Secure awards for honorees, if applicable
Coordinate honoree and other VIP special needs
Prepare event production schedule
Prepare day-of-event timetable, including all presentations, and entertainment
Organize an event meeting for staff/volunteers to work the event

DAY OF EVENT
Supervise all aspects of the event from set-up through clean-up:
  • Maintain event schedule
  • Oversee guest arrival and departure
Monitor caterer
Supervise event staff and other service professionals

POST EVENT
Oversee preparation of additional thank-you letters, as applicable
Oversee preparation of outstanding pledge report for organization subsequent follow-up
Attend post-event meeting review/prepare for subsequent years

FEE
Fees for the above services range from $10,000 to $30,000. Final amount determined on scope of services selected by client.
CLIENT LIST:

- Academy of American Poets
- Bronx Museum of the Arts
- Brooklyn Public Library
- Brooklyn Botanic Garden
- Brooklyn Information & Culture
- Center for Investigative Reporting
- Dia Center for the Arts
- 1100 Architect, P.C.
- Kenyon Review
- Kids ‘N U (Michael Kors)
- Lunn Ltd.
- New Yorkers for Parks
- PEN American Center
- Poets & Writers, Inc.
- Prada, USA, Inc.
- Provincetown Fine Arts Work Center
- Snug Harbor Cultural Center
- Studio in a School
Dalzell Productions specializes in producing and branding intimate galas, elegant dinners and large-scale public spectacles, fundraisers and experiences. Every event brings our reputable commitment to quality, creativity and integrity. The Dalzell team will take on key elements of your production, turning the unique signature and touchstones of the Sigma Delta Chi Foundation into a successful fundraising gala. From fresh creative concepts to intricate and logical execution, we will be your partner in producing a dynamic, memorable fundraising gala.

We have outlined below the strategic elements that we will bring into play in order to create the inaugural Sigma Delta Chi Foundation benefit as a highlight event on the benefit calendar and create a strategy and program that will continue to promote excellence and ethics in journalism.

**Event Production, Event Logistics, Fundraising Support and Show Production by Dalzell Productions**

**Producer's Fee:** $60,000. This is a flat service fee paid to Dalzell Productions for the oversight and management of event production. This fee includes the assignment of a Senior Producer (Project Leader) and Creative Director to your event; this fee does NOT include other primary event staff or production labor, vendor fees or any other fees or costs directly associated with the producing of this event. Those costs will be noted in the EVENT BUDGET which will be mutually agreed upon as we move forward.

Dalzell Productions will provide the following services:

**Budget Planning & Implementation**

- Work with the Sigma Delta Chi Foundation staff to develop an overall event concept, budget and timeline. Developing the creative concept, budget and timeline is the first order of business and must be created and approved as soon as possible in order to move forward effectively.
- Dalzell Productions will negotiate—in the best interest of the Sigma Delta Chi Foundation—all bidding and contracts related to the project including, but not limited to, production: scenic, lights, sound, video, film, catering, staffing, travel and transportation, staffing and any others deemed necessary to make the event work.
- Dalzell Productions will report regularly to the Sigma Delta Chi Foundation on all budget issues.
- Manage the budget to ensure the bottom line is maintained.
- The following (estimated) line items will be included in the budget and are not considered part of the fee:
  - Associate Producer and Assistant: $20,000
  - Production Design: $15,000
  - Production Management: $15,000
  - Fundraising Team: $20,000
  - Overhead and Administration: $15,000
Location Scouting & Management
- Research, locate, negotiate and secure locations for the Sigma Delta Chi Foundation that meet the specific creative, style, logistics and budget requirements for this project.
- Negotiate and organize all logistics and production elements required for each location to create a successful event – décor, design, catering, music etc.

Creative Concepts and Branding
- Dalzell Productions will originate an overall creative décor and design strategy that reflects the established identity and prestige of the Sigma Delta Chi Foundation. As preliminary conversations have indicated a need to create a concept that works while maintaining the vision and standards of the organization is key.
- As a part of the creative branding process, Dalzell Productions will work to secure talent (i.e., host, performer, spokespersons) that will represent the Sigma Delta Chi Foundation campaign.

Creative Production & Staffing
- Dalzell Productions will manage and coordinate all production elements required for the successful outcome of the event, including, but not limited to planning, intellectual property (including concepts, ideas, scripts, treatments, designs, research, development, produce and carry out an event of this magnitude) production design, set design, lighting design, staging, stage management, technical direction, production management, sound, film projection, video projection and video design and playback.
- Staffing and management of crew, interns, volunteers and other event staff and outside event contractors (volunteer coordinator, catering, artists, crew, ushers, projectionists, designers, stage management etc.) to be handled by Dalzell Productions. NOTE: Key event and show staff are part of the production budget.

Talent & Dignitaries
- Dalzell Productions will book a celebrity/dignitary host appropriate to your event.
- Work with your internal and external PR team to invite key talent and dignitaries.
- Invite and confirm celebrities/talent to attend each event.
- Handle all talent contracts, logistics requirements.

Production, Logistics and Operations
- Catering and all catering contracts, menu’s and logistics
- Security
- Arrivals logistics (red carpet, step and repeats etc)
- Gift Bags (if required)
- Trucking and transportation.
- And, all other production, logistic and operational elements required.

Fundraising/Income Streams
- Recommend table/ticket sales price structure and sponsorship benefits
- Work with Sigma Delta Chi Foundation in identifying event leadership and committee members
- Work with Sigma Delta Chi Foundation in identifying potential journal advertisers and sponsors
- Work with Sigma Delta Chi Foundation to identify top price table buyers and advise on solicitation strategies

RSVP’s, Invitations and Seating
- Coordinate individual ticket distribution in collaboration with The Sigma Delta Chi Foundation and its sponsors, and prepare final lists of ticket assignments and seating charts.
- Organize and manage the design and printing of invitations and any other collateral required for the events – if needed.
- Staff all RSVP, phone, and ticket systems, on-site ticket management & ushering.
- Deal with seating guests

Publications and Printing
- Oversee Program and invite design and printing
- Oversee Ad Sales (w/15% of commission on all ad sales sold by Dalzell)

Event Staffing
- Staffing and management of crew, interns, volunteers and other event staff and outside event contractors (volunteer coordinator, catering, artists, crew, ushers) to be handled by Dalzell Productions.
- In addition to the independent Dalzell production team working on the event, Dalzell Productions will include and incorporate Sigma Delta Chi Foundation staff persons on every element

Sponsorship and Board Support and Fulfillment
- Provide creative sponsorship and board support and fulfillment – from seating to signage – as requested by the Sigma Delta Chi Foundation and deemed necessary by sponsorship agreements.
- Work with Board of Directors, partners and friends to manage their expectations.

Marketing, Sponsorship, Publicity, and Advertising
- Review and advise on the PR and marketing campaign as needed.
- Publicity coordination – working closely with the Sigma Delta Chi Foundation PR team or department on all PR aspects of the event.
- Consult with The Sigma Delta Chi Foundation regarding all advertising and other related box office issues.

Approval and Reporting
- All decisions for every element of the Sigma Delta Chi Foundation will be made in consultation with the Sigma Delta Chi Foundation team, and no decision will be made without the approval of The Sigma Delta Chi Foundation.
- Dalzell Productions will answer directly to The Sigma Delta Chi Foundation.
- Monthly written reports with event budget, status and updates will be provided to the Sigma Delta Chi Foundation.

Post Event Follow-Up
- If required, Dalzell Productions will handle the thank you letters/video distribution/program mailings post-event to all sponsors, and parties involved in the event.
MEMORANDUM

DATE: April 12, 2006
FROM: Terry Harper, Executive Director
SUBJ: PROPOSED 2006-2007 SDX FOUNDATION BUDGET
FOR: Board of Directors

Included with this cover memorandum is the proposed budget and supporting documents for the SDX Foundation for the 2006-2007 fiscal year. I think the information is pretty straightforward, but I want to point out a few things.

REVENUE:

• Contributions and grants represent our best estimate for fundraising. A work paper is included that breaks it down by appeal.

• Interest and dividends represent five percent of the rolling average for all funds. A work paper is included that breaks it down. Please note that the Quill Endowment is restricted to releasing only realized income.

EXPENSES:

• The Grants and Awards Worksheet lists the Foundation’s ongoing programs, multi-year grants, and SPJ requests. Please refer to the report from the grants and awards committee for details on the committee’s recommendations.

• Grant requests that the committee recommended declining have not been included in the budget. If the board decides to revisit any of those requests, it will impact the budget.

• The Foundation’s direct expenses of $52,201 are itemized on the same work paper as the revenue.

• The Foundation’s allocated expenses—read overhead—are itemized from SPJ’s budget and included as a separate work paper.

BOTTOM LINE:

• This budget, if approved, projects a modest surplus of $25,990.12.
### Proposed Budget
#### Sigma Delta Chi Foundation
##### FY 07

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions/Grants</td>
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<tr>
<td>Membership Dues</td>
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<td>Advertising Revenue</td>
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<td>Merchandise Sales</td>
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<td>Interest/Dividends</td>
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<td>Quill Subscriptions</td>
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<td>Awards Revenue</td>
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<tr>
<td>Registration Fees</td>
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<tr>
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<tr>
<td>Management Fees - SDX</td>
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<td><strong>Total Revenue</strong></td>
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| Net Change in Assets           | $25,990.12 |

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### SDX Foundation Budget-2006-07

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#### Expenses Assumption Documentation-By Expense Line Item

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<tr>
<td></td>
<td><strong>$22,201.00</strong></td>
</tr>
</tbody>
</table>

### Expenses Assumption Documentation - By Project

#### Fundraising Expense

**Total:** $23,679.00

<table>
<thead>
<tr>
<th>Donor Development</th>
<th>Cost Per Item</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,400.00</td>
<td></td>
</tr>
</tbody>
</table>

#### Stewardship Visits

- **4** visits, **$600.00** per visit ($300 airfare, two hotel nights at $125, $75 miscellaneous)

#### Annual Fund

**Total:** $18,279.00

- **General:** $1,434.00
- **Printing:**
  - Case for Support: $1,200.00
  - Thank You Letters: $234.00

#### Invoice Campaign

**Total:** $500.00

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing (invoice filers)</td>
<td>10,000</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

#### Fall Campaign

**Total:** $4,575.00

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure</td>
<td>3,500</td>
</tr>
<tr>
<td>Letterhead</td>
<td></td>
</tr>
<tr>
<td>Carrier Envelope</td>
<td></td>
</tr>
<tr>
<td>Return Envelope</td>
<td></td>
</tr>
<tr>
<td>Postage</td>
<td></td>
</tr>
<tr>
<td>Outside Surveys</td>
<td></td>
</tr>
<tr>
<td>Brochure Design</td>
<td></td>
</tr>
<tr>
<td>Mail House Fees</td>
<td></td>
</tr>
</tbody>
</table>

#### End of Year Campaign

**Total:** $117.00

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage</td>
<td>300</td>
</tr>
</tbody>
</table>

*Anticipate a 3,500-piece mailing with a response rate of 3 percent*
| *Anticipate a 300-piece mailing with a response rate of 10 percent* |
|-----------------|-----------------|-----------------|
| **Spring Campaign** | **Leased Donors** | **Quantity** |
| **Postage** | $78.00 | 200 |

| *Anticipate a 200-piece mailing with a response rate of 20 percent* |
|-----------------|-----------------|-----------------|
| **Editor's Mailing** | **Printing** | **Quantity** |
| **Brochure** | $1,000.00 | $2,025.00 | 1500 |
| **Letterhead** | $75.00 | |
| **Outer Envelope** | $45.00 | |
| **Return Envelope** | $45.00 | |
| **Postage** | $585.20 | |
| **Outside Services** | **Brochure Design** | $1,000.00 |
| **Mail House Fees** | $800.00 | |

| *Anticipate a 1500-piece mailing with a response rate of 3 percent* |
|-----------------|-----------------|-----------------|
| **Summer Campaign** | **Printing** | **Quantity** |
| **Brochure** | $1,200.00 | $3,475.00 | 2000 |
| **Letterhead** | $275.00 | |
| **Outer Envelope** | $60.00 | |
| **Return Envelope** | $60.00 | |
| **Postage** | $780.00 | |
| **Outside Services** | **Brochure Design** | $1,100.00 |
| **Mail House Fees** | $700.00 | |

| *Anticipate a 2000-piece mailing with a response rate of 3 percent* |
|-----------------|-----------------|-----------------|
| **New Donor Acquisition** | **Printing** | **Quantity** |
| **Brochure** | $1,250.00 | $5,175.00 | 4000 |
| **Letterhead** | $325.00 | |
| **Outer Envelope** | $120.00 | |
| **Return Envelope** | $120.00 | |
| **Postage** | $1,680.00 | |
| **Outside Services** | **Brochure Design** | $2,250.00 |
| **Mail House Fees** | $850.00 | |

<p>| <em>Anticipate 4,000-piece mailing with a response rate of 3 percent</em> |
|-----------------|-----------------|
| <strong>Donor Development/Stewardship</strong> | <strong>Annual Donor Reception</strong> |
| | $5,000.00 |</p>
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank You Tokens</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Board Expenses</strong></td>
<td><strong>$3,386.00</strong></td>
</tr>
<tr>
<td>Board-Related Expense</td>
<td></td>
</tr>
<tr>
<td>Flowers/Tokens</td>
<td>$500.00</td>
</tr>
<tr>
<td>Spring Board Dinner</td>
<td>$1,820.00</td>
</tr>
<tr>
<td>Spring Board Refreshments</td>
<td>$182.00</td>
</tr>
<tr>
<td>Fall Board Refreshments</td>
<td>$420.00</td>
</tr>
<tr>
<td>Board Books (annual)</td>
<td>$224.00</td>
</tr>
<tr>
<td>Board Packets</td>
<td>$240.00</td>
</tr>
<tr>
<td><strong>Employee Travel</strong></td>
<td><strong>$2,250.00</strong></td>
</tr>
<tr>
<td>Employee Travel Convention</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>$200.00</td>
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<tr>
<td></td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Employee Travel SDX Awards Banquet</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>$320.00</td>
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<tr>
<td>Employee Travel NCEW Conference</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$730.00</td>
</tr>
<tr>
<td><strong>Staff Development</strong></td>
<td><strong>$830.00</strong></td>
</tr>
<tr>
<td>Duties and Subscriptions</td>
<td>$125.00</td>
</tr>
<tr>
<td></td>
<td>[APF Membership]</td>
</tr>
<tr>
<td>Employee Training</td>
<td>$700.00</td>
</tr>
<tr>
<td></td>
<td>[The Fund Raising School, Annual Fund Course]</td>
</tr>
<tr>
<td><strong>Auditing/Accounting Fees</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
<tr>
<td>Audit</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>990 Filing</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Annual Report</strong></td>
<td><strong>$10,586.00</strong></td>
</tr>
<tr>
<td>Outside Services</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>Design/Art</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Acquisition</td>
<td>$600.00</td>
</tr>
<tr>
<td>Mail House Fees</td>
<td>$300.00</td>
</tr>
<tr>
<td>*Personalize each letter</td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td>$5,150.00</td>
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<tr>
<td>Report</td>
<td>$3,800.00</td>
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<tr>
<td>*No. of copies</td>
<td>2,700</td>
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<tr>
<td>Response Envelope</td>
<td>$360.00</td>
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<tr>
<td>Mailing Envelope</td>
<td>$500.00</td>
</tr>
<tr>
<td>Cover Letter/Head</td>
<td>$200.00</td>
</tr>
<tr>
<td>*No. mail/envelope</td>
<td></td>
</tr>
<tr>
<td><strong>Postage/Shipping</strong></td>
<td><strong>$2,106.00</strong></td>
</tr>
<tr>
<td>*Per copy</td>
<td>2,700</td>
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<tr>
<td><strong>Total Expenses by Project</strong></td>
<td><strong>$61,701.00</strong></td>
</tr>
<tr>
<td>Supplies</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>$62,201.00</strong></td>
</tr>
</tbody>
</table>
## Fund Balances w/ Rolling Average
### as January 31, 2006

<table>
<thead>
<tr>
<th>Fund</th>
<th>30-Apr-05</th>
<th>31-Jul-05</th>
<th>31-Oct-05</th>
<th>31-Jan-06</th>
<th>Rolling Average</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>$7,212,300.76</td>
<td>$7,631,033.20</td>
<td>$7,642,378.02</td>
<td>$7,849,436.83</td>
<td>$7,558,787.15</td>
<td>$377,939.36</td>
</tr>
<tr>
<td>Puliam Fellowship</td>
<td>$2,256,618.09</td>
<td>$2,409,530.84</td>
<td>$2,335,370.55</td>
<td>$2,481,224.59</td>
<td>$2,370,736.02</td>
<td>$118,536.80</td>
</tr>
<tr>
<td>Professional Dev.</td>
<td>$679,362.24</td>
<td>$721,289.91</td>
<td>$712,871.68</td>
<td>$755,837.12</td>
<td>$717,340.24</td>
<td>$35,867.01</td>
</tr>
<tr>
<td>FOI</td>
<td>$431,143.64</td>
<td>$457,359.73</td>
<td>$432,147.73</td>
<td>$458,193.68</td>
<td>$444,711.20</td>
<td>$22,235.56</td>
</tr>
<tr>
<td>Taishoff</td>
<td>$55,772.76</td>
<td>$59,214.84</td>
<td>$58,523.74</td>
<td>$62,051.02</td>
<td>$58,890.59</td>
<td>$2,944.53</td>
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<tr>
<td>Archibald</td>
<td>$80,566.23</td>
<td>$85,538.47</td>
<td>$84,540.15</td>
<td>$89,635.46</td>
<td>$85,070.08</td>
<td>$4,253.50</td>
</tr>
<tr>
<td><strong>Summarized Total</strong></td>
<td><strong>$10,715,963.72</strong></td>
<td><strong>$11,363,966.99</strong></td>
<td><strong>$11,165,831.87</strong></td>
<td><strong>$11,696,378.50</strong></td>
<td><strong>$11,235,535.27</strong></td>
<td><strong>$561,776.76</strong></td>
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<tr>
<td><strong>Other Funds</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quill Endowment</td>
<td>$315,676.12</td>
<td>$331,733.97</td>
<td>$303,363.94</td>
<td>$324,482.92</td>
<td>$318,814.24</td>
<td>$15,940.71</td>
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<tr>
<td>Kees</td>
<td>$10,253.42</td>
<td>$11,866.22</td>
<td>$11,912.50</td>
<td>$12,630.47</td>
<td>$11,670.65</td>
<td>$583.53</td>
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<tr>
<td>Ethics</td>
<td>$16,538.99</td>
<td>$16,568.77</td>
<td>$16,568.77</td>
<td>$17,567.38</td>
<td>$16,810.98</td>
<td>$840.55</td>
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<tr>
<td>Grants and Awards Worksheet</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006-2007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SDX Foundation Operations</th>
<th>$145,834.66</th>
<th>1.30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDX Foundation Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ward Neff Intern Program</td>
<td>$21,000.00</td>
<td>Pro, Development</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship</td>
<td>$90,000.00</td>
<td>Pulliam Fellowship</td>
</tr>
<tr>
<td>Pulliam Kilgore Interns</td>
<td>$8,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Pulliam First Amendment Award</td>
<td>$11,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>High School Essay Contest</td>
<td>$2,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Archibald Communications Intern</td>
<td>$3,500.00</td>
<td>Archibald</td>
</tr>
<tr>
<td>Taishoff Speaker</td>
<td>$2,500.00</td>
<td>Taishoff</td>
</tr>
<tr>
<td>R.D.G. Lewis First Amendment</td>
<td>$500.00</td>
<td>FOI</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>$139,500.00</td>
<td>1.24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pre-Approved Outside Grants</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NCEW ($20,000 per year thru 2008)</td>
<td>$20,000.00</td>
<td>Pulliam Fellowship</td>
</tr>
<tr>
<td>NFOIC (2006 annual conference)</td>
<td>$5,000.00</td>
<td>FOI</td>
</tr>
<tr>
<td>University of Georgia (second of three $3,000 installments)</td>
<td>$3,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>$28,000.00</td>
<td>0.25%</td>
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</tbody>
</table>

| Funds Committed for 2006-2007 | $313,334.66 |

<table>
<thead>
<tr>
<th>SPJ Grant Requests</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Training on the Go Newsroom Training Program</td>
<td>$27,000.00</td>
<td>Pro, Dev./FOI</td>
</tr>
<tr>
<td>One-Day Narrative Writing Seminars</td>
<td>$31,440.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>The Reporters Institute: Planning and Development Grant</td>
<td>$35,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>SPJ Webcasting Project</td>
<td>$7,060.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Mark of Excellence Awards Program Staff Support</td>
<td>$12,480.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Sigma Delta Chi Awards DVD</td>
<td>$49,320.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>2007 Regional Conference Programming</td>
<td>$6,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>2008 National Convention Education</td>
<td>$41,700.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Ethics in Journalism Week</td>
<td>$22,720.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>$223,720.00</td>
<td>1.94%</td>
</tr>
</tbody>
</table>

| Projects Available |
|--------------------|-----------------|
| Puliam General Fund | $307,554.66     |
| Puliam Editorial Fellowship Fund | $119,000.00 |
| Professional Development Fund | $35,837.01 |
| FOI Fund | $17,632.99  |
| Archibald Fund | $3,500.00 |
| Taishoff Fund | $2,500.00  |
| **Total** | $537,054.65 | 681,776.76 |
| **Percent of Total Investments** | 4.78% |

<p>| Projected Budget Surplus | $24,722.10 |</p>
<table>
<thead>
<tr>
<th>Proposed Budget</th>
<th>SDX Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPJ</strong></td>
<td></td>
</tr>
<tr>
<td><strong>FY 07</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Salaries</strong></td>
<td>$87,691.56</td>
</tr>
<tr>
<td><strong>Inter Salaries/Taxes</strong></td>
<td>$25,553.95</td>
</tr>
<tr>
<td><strong>Payroll Taxes</strong></td>
<td>$7,085.80</td>
</tr>
<tr>
<td><strong>Health Insurance</strong></td>
<td>$7,740.00</td>
</tr>
<tr>
<td><strong>401k Match</strong></td>
<td>$5,160.36</td>
</tr>
<tr>
<td><strong>Employee Education/Training</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>PayrollRelated Charges</strong></td>
<td>$440.34</td>
</tr>
<tr>
<td><strong>Workers Compensation insurance</strong></td>
<td>$264.59</td>
</tr>
<tr>
<td><strong>BOP Insurance Policy</strong></td>
<td>$2,736.76</td>
</tr>
<tr>
<td><strong>Property Taxes</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Utilities</strong></td>
<td>$3,257.37</td>
</tr>
<tr>
<td><strong>Telephone</strong></td>
<td>$1,440.36</td>
</tr>
<tr>
<td><strong>Building Maintenance</strong></td>
<td>$1,445.92</td>
</tr>
<tr>
<td><strong>Repairs/Maintenance</strong></td>
<td>$1,869.88</td>
</tr>
<tr>
<td><strong>Board Related Expenditures</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Equipment Rental</strong></td>
<td>$1,157.90</td>
</tr>
<tr>
<td><strong>Software Maintenance/Upgrades</strong></td>
<td>$1,201.22</td>
</tr>
<tr>
<td><strong>Internet Connectivity</strong></td>
<td>$301.30</td>
</tr>
<tr>
<td><strong>Website Expense/Maintenance</strong></td>
<td>$2,077.31</td>
</tr>
<tr>
<td><strong>Computer Related Equipment</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Depreciation/Amortization</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Computer Services/Consulting/Maintenance</strong></td>
<td>$4,720.42</td>
</tr>
<tr>
<td><strong>Audit/Accounting Fees</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Legal Fees</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Office Supplies</strong></td>
<td>$855.86</td>
</tr>
<tr>
<td><strong>Postage/Shipping</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Printing</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Employment Recruiting</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Dues and Subscriptions</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Employee Travel/Meals</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Merchant Fees/Credit Card Processing</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Investment Account Fees/Banking Fees</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Consulting/Honorariums</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>401k/POP Related Charges</strong></td>
<td>$413.28</td>
</tr>
<tr>
<td><strong>Contributions/Grants/Awards</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Miscellaneous Expense</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Outside Services</strong></td>
<td>$4,000.00</td>
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<tr>
<td><strong>Events, Meals and Banquets</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Facilities Rental</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Free Lance labor</strong></td>
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</tr>
<tr>
<td><strong>Participant Travel</strong></td>
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</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$162,828.64</td>
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<tr>
<td><strong>Net Change in Assets</strong></td>
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<tr>
<td><strong>Cash on Hand Previous year</strong></td>
<td></td>
</tr>
<tr>
<td><strong>True Change in Net Assets</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Expenses Before Salary, etc.</strong></td>
<td>$26,189.86</td>
</tr>
</tbody>
</table>
MEMORANDUM

DATE: March 27, 2006
FROM: Georgiana Vines, Chair
SUBJ: GRANTS AND AWARDS COMMITTEE GRANT RECOMMENDATIONS
FOR: Board of Directors

Committee members: Georgiana Vines, chair; Mead Loop, co-chair; David Carlson, Al Cross, Todd Gillman, Robert Leger and Hoag Levins

Action Item: Funding Policy Recommendation
Last fall, this committee was charged with developing language for a Foundation funding policy. The language proposed by the committee follows:

Sigma Delta Chi Foundation Funding Policy

"The Sigma Delta Chi Foundation acts as the primary supporting foundation to the Society of Professional Journalists and, as such, reviews funding proposals from SPJ as its first partner."

"The Sigma Delta Chi Foundation also has long-standing partnerships with other journalism organizations and seeks proposals where the Foundation can provide innovative support."

"The Foundation specifically seeks proposals for projects and programs that promote the core missions of the Society, including Freedom of Information and ethics."

"The Foundation gives lesser weight to proposals that aid existing endowments or general operating expenses within organizations."

The committee recommends board adoption of this funding policy statement.
Grant Recommendations for 2006-07 Funding Cycle

The committee met via conference call on March 23 to consider the following grant requests:

Society of Professional Journalists Requests
- Training on the Go Newsroom Training Program $ 27,000
- One-Day Narrative Writing Seminars $ 31,440
- The Reporters Institute: Planning and Development Grant $ 35,000
- SPJ Webcasting Project $ 7,060
- Mark of Excellence Awards Program Staff Support $ 12,480
- Sigma Delta Chi Awards DVD $ 40,320
- 2007 Regional Conference Programming $ 6,000
- 2006 National Convention Education $ 41,700
- Ethics in Journalism Week $ 22,720

Requests from Other Organizations
- NFOIC 2006 Annual Conference $10,000
- Coalition of Journalists for Open Government (endowment challenge grant) $20,000
- Ill. First Amendment Center (two 1st Amendment educational projects) $20,000
- Chicago Headline Club/Loyola University Ethics Adviseline (marketing/promotion) $10,000
- Virginia Coalition for Open Government (endowment challenge grant) $10,000
- Michael Koretzky thru Florida Atlantic University (1st Amendment Free Food Festival) $ 1,500

The committee recommends funding the following grant requests:
- SPJ Training on the Go newsroom training request in the amount of $27,000, with funds split between the Professional Development and FOI Funds.
- SPJ Narrative Writing Seminars request in the amount of $31,440, with funds from the Pulliam General Fund.
- SPJ Reporters Institute request in the amount of $35,000 with funds from the Pulliam General Fund.
- SPJ Webcasting Project request in the amount of $7,060 with funds coming from the Pulliam General Fund.
- SPJ Mark of Excellence Awards Program Staff Support request in the amount of $12,480, with funds from the Pulliam General Fund.
- SPJ Regional Conference Programming request in the amount of $6,000 with funds from the Pulliam General Fund.
- SPJ National Convention Education request in the amount of $41,700 with funds from the Pulliam General Fund.
- SPJ Ethics in Journalism Week request in the amount of $22,720 with funds from the Pulliam General Fund.
- National Freedom of Information Coalition National Conference request in the amount of $5,000 with funds from the FOI Fund.
The committee does not recommend funding of the requests from: the Coalition of Journalists for Open Government; the Virginia Coalition for Open Government; and Florida Atlantic University (Michael Koretzky).

The committee deferred action on the following requests:

- **SPJ Sigma Delta Chi Awards DVD.** The committee would like to see refinements of the request by staff. Staff should consider adding audio and video of interviews with winners to the DVD as well as a training program where award winners share “How I Did It” sessions.

- **Ethics Adviceline.** A committee member or designee will consult with the Adviceline staff and SPJ Ethics Committee to discuss this request and SPJ’s national efforts in this same area. The committee may have a recommendation for the full board meeting.

A grants worksheet showing available funds is included with this report.
MEMORANDUM

DATE: March 8, 2006
FROM: Terry Harper, Executive Director
SUBJ: GRANT REQUESTS FOR 2006-2007
FOR: Grants & Awards Committee

The purpose of this cover memorandum is to provide an overview of how much money is available for grants for 2006-2007.

The Sigma Delta Chi Foundation adopted a spending policy that allows the Foundation to spend a maximum of five percent of its available assets based upon a rolling average of the previous four quarters. The quarter ended January 31, 2006 provides the most up to date data. Exhibit A shows the fund balances and the rolling averages.

The funds available from the Quill Endowment Fund go toward publication of Quill, while the funds available from the Taishoff Fund will be used to sponsor the Taishoff Lecturer at the 2006 National Convention in Chicago. Proceeds from the Archibald Fund are used to fund a communications intern at HQ. A use for the Kees Fund has not yet been determined.

Exhibit B details SDX Foundation Programs, SPJ Grant Requests and Pre-Approved Outside Grants that must be paid during the fiscal year ending July 31, 2007. As you will see, the entire five percent will be used if all SPJ requests are approved.

Some important notes:

- The Training on the Go Newsroom Training Program request seeks to replace the funding previously provided by Bloomberg. SPJ will work diligently to seek another funding partner. Any funds committed by another partner will reduce this amount dollar for dollar. It is unlikely, however, that any additional funding will be secured prior to our April 23 meeting so SPJ is requesting full funding as a contingency to maintain this valuable training program.

- The Reporters Institute is a new SPJ initiative to create a “ boot camp” for new journalists, focusing on core skills. The total cost to plan and develop the program and execute one Institute is $70,000. SPJ will seek a funding partner for half of the total cost.

Exhibit C lists the outside grant requests that were received by the February 15 deadline. If the committee elects to recommend funding any of these programs, SPJ grant requests will need to be reduced by a like amount.
<table>
<thead>
<tr>
<th>Fund</th>
<th>30-Apr-05</th>
<th>31-Jul-05</th>
<th>31-Oct-05</th>
<th>31-Jan-06</th>
<th>Rolling Average</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>$7,212,300.76</td>
<td>$7,631,033.20</td>
<td>$7,542,378.02</td>
<td>$7,649,436.63</td>
<td>$7,558,787.15</td>
<td>$377,939.36</td>
</tr>
<tr>
<td>Pulliam Fellowship</td>
<td>$2,256,818.09</td>
<td>$2,400,530.84</td>
<td>$2,335,370.55</td>
<td>$2,481,224.59</td>
<td>$2,370,736.02</td>
<td>$118,535.80</td>
</tr>
<tr>
<td>Professional Development</td>
<td>$679,362.24</td>
<td>$721,289.91</td>
<td>$712,871.68</td>
<td>$756,837.12</td>
<td>$717,340.24</td>
<td>$35,867.01</td>
</tr>
<tr>
<td>FOI</td>
<td>$431,143.64</td>
<td>$457,359.73</td>
<td>$432,147.73</td>
<td>$458,193.88</td>
<td>$444,711.20</td>
<td>$22,235.56</td>
</tr>
<tr>
<td>Talshoff</td>
<td>$55,772.76</td>
<td>$59,214.84</td>
<td>$58,523.74</td>
<td>$62,051.02</td>
<td>$58,890.59</td>
<td>$2,944.53</td>
</tr>
<tr>
<td>Archibald</td>
<td>$80,566.23</td>
<td>$85,538.47</td>
<td>$84,540.15</td>
<td>$88,635.48</td>
<td>$85,070.08</td>
<td>$4,253.50</td>
</tr>
<tr>
<td><strong>Summarized Total</strong></td>
<td><strong>$10,715,963.72</strong></td>
<td><strong>$11,363,966.09</strong></td>
<td><strong>$11,165,831.87</strong></td>
<td><strong>$14,696,378.59</strong></td>
<td><strong>$14,235,535.27</strong></td>
<td><strong>$581,776.76</strong></td>
</tr>
</tbody>
</table>

Other Funds

<table>
<thead>
<tr>
<th>Fund</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quill Endowment</td>
<td>$315,676.12</td>
</tr>
<tr>
<td>Kees</td>
<td>$10,263.42</td>
</tr>
<tr>
<td>Ethics</td>
<td>$16,538.99</td>
</tr>
<tr>
<td>Grants and Awards Worksheet</td>
<td>2006-2007</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>SDX Foundation Operations</strong></td>
<td>$145,834.66</td>
</tr>
<tr>
<td><strong>SDX Foundation Programs</strong></td>
<td></td>
</tr>
<tr>
<td>Ward Neff Intern Program</td>
<td>$21,000.00</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Pulliam Kilgore Interns</td>
<td>$9,000.00</td>
</tr>
<tr>
<td>Pulliam First Amendment Award</td>
<td>$11,000.00</td>
</tr>
<tr>
<td>High School Essay Contest</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Archibald Communications Intern</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Taishoff Speaker</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>R.D.G. Lewis First Amendment</td>
<td>$500.00</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>$139,500.00</td>
</tr>
<tr>
<td><strong>Pre-Approved Outside Grants</strong></td>
<td></td>
</tr>
<tr>
<td>NCEW ($20,000 per year thru 2008)</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>NFOIC (2006 annual conference)</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>University of Georgia (second of three $3,000 installments)</td>
<td>$3,000.00</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>$28,000.00</td>
</tr>
<tr>
<td><strong>Funds Committed for 2006-2007</strong></td>
<td>$313,334.66</td>
</tr>
</tbody>
</table>

**SPJ Grant Requests**

| | |
| Training on the Go Newsroom Training Program | $27,000.00 | Proc. Dev/FOI |
| One-Day Narrative Writing Seminars | $31,440.00 | Pulliam General |
| The Reporters Institute: Planning and Development Grant | $35,000.00 | Pulliam General |
| SPJ Webcasting Project | $7,080.00 | Pulliam General |
| Mark of Excellence Awards Program Staff Support | $12,480.00 | Pulliam General |
| Sigma Delta Chi Awards DVD | $40,320.00 | Pulliam General |
| 2007 Regional Conference Programming | $6,000.00 | Pulliam General |
| 2006 National Convention Education | $41,700.00 | Pulliam General |
| Ethics in Journalism Week | $22,720.00 | Pulliam General |
| **Sub-Total** | $223,720.00 | 1.99% |

<table>
<thead>
<tr>
<th>Projects</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General Fund</td>
<td>$367,554.66</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship Fund</td>
<td>$110,000.00</td>
</tr>
<tr>
<td>Professional Development Fund</td>
<td>$35,837.01</td>
</tr>
<tr>
<td>FOI Fund</td>
<td>$17,632.98</td>
</tr>
<tr>
<td>Archibald Fund</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Taishoff Fund</td>
<td>$2,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$537,054.66</td>
</tr>
<tr>
<td>Percent of Total Investments</td>
<td>4.78%</td>
</tr>
<tr>
<td>Projected Budget Surplus</td>
<td>$24,722.10</td>
</tr>
</tbody>
</table>
**Outside Grant Requests**  
**2006-2007**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFOIC 2008 Annual Conference</td>
<td>$10,000.00</td>
<td>FOI</td>
</tr>
<tr>
<td>Coalition of Journalists for Open Government (endowment challenge grant)</td>
<td>$20,000.00</td>
<td>FOI</td>
</tr>
<tr>
<td>III. First Amendment Center (two 1st Amendment educational projects)</td>
<td>$20,000.00</td>
<td>FOI</td>
</tr>
<tr>
<td>Chicago Headline Club/Loyola University Ethics Adviceline (marketing/promotion)</td>
<td>$10,000.00</td>
<td>Pulliam General</td>
</tr>
<tr>
<td>Virginia Coalition for Open Government (endowment challenge grant)</td>
<td>$10,000.00</td>
<td>FOI</td>
</tr>
<tr>
<td>Michael Koretsky thru Florida Atlantic University (1st Amendment Free Food Festival)</td>
<td>$1,500.00</td>
<td>Pulliam General</td>
</tr>
</tbody>
</table>
MEMORANDUM

DATE: April 8, 2006
FROM: Julie Grimes
SUBJ: ACTIVE GRANT UPDATES / FINAL REPORTS
FOR: Board of Directors

The chart below summarizes the Foundation's active grants. Grant updates and final reports follow this summary.

<table>
<thead>
<tr>
<th>Grant</th>
<th>Awarded</th>
<th>Organization</th>
<th>Reporting Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minority Writers Seminars</td>
<td>2004</td>
<td>NCEW</td>
<td>Update: Fall 05</td>
</tr>
<tr>
<td>2005 Regional Conferences</td>
<td>2004</td>
<td>SPJ</td>
<td>Final: Spring 06</td>
</tr>
<tr>
<td>2005 Convention</td>
<td>2005</td>
<td>SPJ</td>
<td>Final: Spring 06</td>
</tr>
<tr>
<td>Education Staff Salary</td>
<td>2005</td>
<td>SPJ</td>
<td>Final: Spring 06</td>
</tr>
<tr>
<td>Mark of Excellence Awards</td>
<td>2005</td>
<td>SPJ</td>
<td>Final: Spring 06</td>
</tr>
<tr>
<td>2006 Regional Conferences</td>
<td>2005</td>
<td>SPJ</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>Diversity Outreach</td>
<td>2005</td>
<td>SPJ</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>Prison Access Project</td>
<td>2005</td>
<td>SPJ</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>Narrative Writing Workshops</td>
<td>2005</td>
<td>SPJ</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>SDX DVD Project</td>
<td>2005</td>
<td>SPJ</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>NFOIC 2005 Conference</td>
<td>2005</td>
<td>NFOIC</td>
<td>Final: Spring 06</td>
</tr>
<tr>
<td>Journalism Survey</td>
<td>2005</td>
<td>UGF</td>
<td>Update: Spring 06</td>
</tr>
<tr>
<td>NFOIC 2006 Conference</td>
<td>2005</td>
<td>ICOG</td>
<td>Update: received Spring 06</td>
</tr>
<tr>
<td>Tapping Officials' Secrets</td>
<td>2005</td>
<td>RCFP</td>
<td>Update: received Spring 06</td>
</tr>
<tr>
<td>First Amendment Textbook</td>
<td>2005</td>
<td>WKU</td>
<td>NONE RECEIVED</td>
</tr>
<tr>
<td>NFOIC 2006 Conference</td>
<td>2005</td>
<td>NFOIC</td>
<td>NONE RECEIVED</td>
</tr>
</tbody>
</table>
2005 REGIONAL CONFERENCE PROGRAMMING
FINAL REPORT
Submitted April 2006

During the spring 2004 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $6,000 grant to provide up to $500 for speaker travel to each of 12 regional conferences in 2005.

Grant guidelines stipulated that each region must submit receipts following that region’s conference.

For the 2005 conferences, six regions received grants for educational portions of their regional conferences. SPJ awarded grants totaling $2,584.22.

<table>
<thead>
<tr>
<th>Region</th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$ 500.00</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>2</td>
<td>$ 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>3</td>
<td>$ 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>4</td>
<td>$ 500.00</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>5</td>
<td>$ 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>6</td>
<td>$ 500.00</td>
<td>$ 204.18</td>
</tr>
<tr>
<td>7</td>
<td>$ 500.00</td>
<td>$ 385.64</td>
</tr>
<tr>
<td>8</td>
<td>$ 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>9</td>
<td>$ 500.00</td>
<td>0.00</td>
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<tr>
<td>10</td>
<td>$ 500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>11</td>
<td>$ 500.00</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>12</td>
<td>$ 500.00</td>
<td>$ 494.40</td>
</tr>
<tr>
<td>Total</td>
<td>$6,000.00</td>
<td>$2,584.22</td>
</tr>
</tbody>
</table>

SPJ has returned the remaining $3,415.78 from this grant to the Foundation.
2005 SPJ Convention & National Journalism Conference Grant
Final Report
Submitted April 2006

At the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $22,700 grant for the event in Las Vegas. Of that, $20,200 funded program-related expenses connected to speaker travel and lodging; speaker audio visual needs; and 1 percent of speaker promotion costs; The remaining $2,500 was set aside to support a Project Watchdog event connecting journalists and the public.

Following is a reporting of actual costs for the program:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker travel &amp; lodging costs</td>
<td>$7,446.75</td>
</tr>
<tr>
<td>Speaker AV costs</td>
<td>$13,607.09</td>
</tr>
<tr>
<td>1 percent of speaker promo costs</td>
<td>$144.27</td>
</tr>
<tr>
<td>Project Watchdog event</td>
<td>$60.00</td>
</tr>
<tr>
<td>TOTAL SPENT</td>
<td>$21,258.11</td>
</tr>
</tbody>
</table>

This grant money allowed SPJ to bring to Las Vegas panelists for a presentation about coverage of Hurricane Katrina and a timely discussion about reporter’s privilege, which included former New York Times reporter Judith Miller. In addition, many panelists in the break-out sessions received travel, lodging, and audio visual assistance through this grant.

SPJ has returned the remaining $1,441.89 from this grant to the Foundation.

*SPJ seeks to renew this grant to fund speaker travel and educational programming costs at the 2006 SPJ Convention & National Journalism Conference in Chicago.*
EDUCATIONAL PROGRAMMING STAFF SUPPORT
FINAL REPORT
Submitted April 2006

At the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $33,724 grant to fund a portion of the salary and benefits of the Director of Programs. The Director of Programs executes and implements professional development for members and non-members in the journalism community. Supporting professional development efforts coincides with the mission of the Sigma Delta Chi Foundation.

The duties of the Director of Programs as outlined in the grant are to:

- Organize the national convention, which includes 50 educational sessions that reach 700-900 journalists/year.
- Plan a two-day leadership development program for 60 journalists each year.
- Coordinate the SPJ/Bloomberg Journalism Training Program which reaches approximately 450 journalists each year.
- Promote the Ethics in Journalism Week program, which reaches hundreds of journalists each year, through the grant proposal process as well as the through the distribution of educational materials.

SPJ does not seek to renew this specific grant at this time. Programming grant requests have been reformatted to include staff time allocated to each program.
MARK OF EXCELLENCE STAFF SUPPORT
FINAL REPORT
Submitted April 2006

At the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ an $11,100 grant to cover that portion of the salary and benefits of the Programs Coordinator and Associate Executive Director that are attributable to the Mark of Excellence Awards program (MOE). This grant request was less than previous years because funds remained from at FY 2004 when the position was vacant for several months.

Because the Mark of Excellence Awards foster and stimulate excellence in student journalism, SPJ and Foundation legal counsel has determined that funding this program is an appropriate use of Foundation resources.

The Programs Coordinator handles aspects of the MOE Awards including:
  - Obtaining and securing judges on the national level
  - Receiving, processing, sorting and shipping of all entries
  - Acting as a resource for Regional Directors and advisers for the awards

This year the Programs Coordinator also:
  - Developed and assisted in the production of a guidebook for regional directors offering basic and in-depth information on the awards. This guidebook was created to increase understanding of the awards program and processes and to bring greater consistency to the national program.
  - Notified regional winners in 11 of the 12 SPJ Regions. This helped to provide continuity in how regional winners are notified and the information they are provided, while reducing the regional directors’ responsibility and workload with the awards.
  - Prepared a single regional award template to provide consistency for the regional awards program. The programs coordinator created certificates for 11 of the 12 SPJ regions that elected to utilize this resource.

For the third year in a row, entries in the MOE awards have topped 3,000. 2005 saw a 0.16% increase in entries over the 2004 contest year.

SPJ seeks to renew this grant for 2006-2007.
2006 Regional Conference Programming
Grant Update
Submitted April 2006

During the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $6,000 grant to provide up to $500 for speaker travel to each of 12 regional conferences. The conferences are scheduled to take place in March and April 2006.

Each region must submit receipts following that region’s conference. A final report on the usage of those funds will be provided for the fall 2006 board of directors meeting.

Once all reimbursement requests have been made, SPJ will return any unused funds to the Foundation.

SPJ seeks to renew this grant in 2006 for the 2007 Ethics in Journalism Week program.
During the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ an $11,000 grant for Ethics in Journalism Week. These grant funds were combined with funds remaining from the grant made by the Foundation in 2004 for the same program.

With the funds, the Society made available grants of up to $1,000 for each of the organization’s 12 regions, for a total of $12,000 available for chapter programming grants. The following grants have been awarded:

- Press Club of Long Island (Region 1) $ 500
- Ithaca College (Region 1) $ 500
- Washington, D.C. Pro Chapter (Region 2) $ 1,000
- North Central Florida Pro Chapter (Region 3) $ 600
- Winthrop University (Region 3) $ 400
- Cincinnati Pro Chapter (Region 4) $ 1,000
- Miami University Ohio (Region 4) $ 1,000
- Minnesota Pro Chapter (Region 6) $ 1,000
- University of Missouri (Region 7) $ 1,000
- Utah Headliners (Region 9) $ 500
- New Mexico State University (Region 9) $ 500
- Montana Pro Chapter (Region 10) $ 700
- Greater Oregon Pro Chapter (Region 10) $ 300
- Western Washington Pro Chapter (Region 10) $ 1,000
- Valley of the Sun Pro Chapter (Region 11) $ 1,000
- Arkansas Pro Chapter (Region 12) $ 1,000

Total Awarded: $12,000

Two regions did not request programming grants. Grant proposals were not received from chapters in regions 5 & 8. These funds were redirected and awarded to the following programs upon approval from the Ethics Committee. In all, 16 grants were awarded for 2006 programs. A description of each program is included at the end of this report. (Note: These programs are tentative until actually completed. A fall 2006 report to the Foundation should be considered the final report on this grant.)

In addition to the programming grants, SPJ printed and distributed pocket-size copies of the Code of Ethics, plaque-mounted codes; and poster-size codes. These were made available to all active SPJ chapters for distribution during chapter programs; to chapter members; and to local newsrooms.

*SPJ seeks to renew this grant in 2006 for the 2007 Ethics in Journalism Week program.*
Ethics in Journalism Week 2006: Program Descriptions
(Problems should take place in April 2006)

Press Club of Long Island, New York. The chapter will host programs at Hofstra University in Hempstead and at Stony Brook State University. The events, titled "Journalism Ethics: Real Life Choices," will include discussions and role-play exercises where participants face tough scenarios guided by real-life journalistic issues.

Ithaca College, New York. The chapter will host a forum using case studies with a focus on reporting politics in Washington, D.C. Specifically, the discussion will focus on the promises and pitfalls of using confidential sources.

Washington, D.C. Pro Chapter. The chapter plans to determine which ethical issues are most important to the public in order to restore credibility to mass media, and to address these issues in a community-wide program featuring prominent media representatives.

North Central Florida SPJ Chapter. The chapter will host a two-day ethics program focusing on anonymous sourcing and the ethical dilemmas that surround it. Events will take place in St. Petersburg, Fla., and Gainesville, Fla.

Winthrop University, Rock Hill, S.C. Aly Colon, reporting, writing and group leader at the Poynter Institute, will lead an ethics discussion at the campus. Colon is nationally known for coaching journalists on how to be more ethically minded and guiding journalists to better connect with under-covered communities.

Cincinnati Pro Chapter. The chapter will host, "Are we telling the truth?," a forum for the public at-large to meet with reporters, editors, news directors and producers from print and broadcast outlets throughout the city. Top editors will review the ethical policies in their newsrooms, and reporters will explain how they do their jobs on a daily basis.

Miami University of Ohio, Oxford, Ohio. The chapter plans to host a discussion with Jerry Mitchell, reporter for the Jackson, Miss., Clarion-Ledger. Mitchell specializes in uncovering new evidence about unsolved civil rights-era murders. The program will increase understanding about the importance of in-depth reporting on long-dormant cases.

Minnesota Pro Chapter. This event will address reporting the truth about your own organization's shortcomings. Byron Calame, the new public editor for the New York Times, will keynote the program and is expected to address the current controversy swirling around Judith Miller and the New York Times. Star Tribune Reader's Representative Kate Parry also will participate, along with Jane Kirtley, the Silha Professor of Media Ethics and Law at the School of Journalism and Mass Communication at the University of Minnesota.

University of Missouri, Columbia. The chapter will sponsor "Freedom Sings," a unique musical group, comprised of award-winning songwriters and musicians. This multimedia
presentation of music, videos, graphics, and true stories sheds light on the importance of free speech and ethics in a creative and interactive way.

**Utah Headliners Chapter.** A workshop and Webcast will help young people learn about ethical decision making and more fully understand the rights that enable journalists to gather and disseminate the news.

**New Mexico State University, Las Cruces, N.M.** The chapter will host a conference for high school students and teachers featuring lecture and activity sessions. The ethics workshop will introduce students to the conflicts and issues surrounding ethics in journalism that arise every day.

**Montana Pro Chapter, Missoula, Mt.** The chapter will work with the University of Montana School of Journalism to create a student ethics competition. Students will be presented with a scenario and will be judged on an oral presentation about the scenario.

**Western Washington Pro Chapter, Seattle.** The chapter will host a session featuring Steven Smith, editor of the Spokesman-Review in Spokane, Wash. Smith will review the ethical conundrums faced by the paper during its investigation of Spokane Mayor James West.

**Greater Oregon Pro Chapter.** The chapter will host “Restoring Credibility in Journalism.” Critical thinkers from the areas of newspapers, radio, and television will share their ideas for restoring credibility in the news industry.

**Valley of the Sun Pro Chapter, Phoenix, Ariz.** Reporters, editors, journalism scholars, bloggers, citizen journalists, and legal advisers will discuss the work of citizen journalists. Digging for information, selecting and interviewing sources, removing bias and opinion from writing, and legal challenges are all issues that will be up for discussion.

**Arkansas Pro Chapter, Little Rock, Ark.** The chapter will host a presentation on covering disasters. Specific topics include accuracy challenges when reporting on deadline in extreme situations and a discussion about how involved reporters and photographers should become with those they are covering.
DIVERSITY FELLOWS
GRANT UPDATE
Submitted April 2006

During the fall 2004 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $17,060 grant over two years for a Diversity Outreach Project. The project includes Leadership Development Grants to bring journalists of color to SPJ's annual Convention and National Journalism Conference.

The first six Diversity Fellows were selected to participate in the 2005 convention in Las Vegas. In 2006, fellows also will be selected to attend the convention in Chicago. During the convention, participants attend convention sessions as well as focused discussions and training designed for the fellows. Participants are offered opportunities for involvement in year-round SPJ activities following the conference.

2005 Fellows Update (from Diversity Chair Sally Lehrman)

The program is turning out well. All the participants have involved themselves with local SPJ activities and many are engaging at a national level. My hope is that we will see our new leaders stay involved with SPJ for many years to come. My thanks to David Carlson and to headquarters for finding ways to integrate these new leaders into opportunities such as serving on committees, judging national contests, and writing for Quill.

A summary:

- Curtis Lawrence is developing a panel for next year's convention as well as an investigative reporting training for the Diversity Leadership Fellows and a small group of other convention attendees. He and Carl Corry would like to develop high school journalism outreach projects together. He has pitched a couple of stories to Quill.

- Holly Edgell is helping to organize her regional conference and appearing on panels there. She is developing a national NABJ convention welcome event hosted by the local SPJ chapter, and she is collaborating with Mark Scarp on outreach to potential broadcast members. She was an SDX judge.

- Bonnie Davis is working on joint activities with the local NABJ and has invited a local leadership trainer to lead an exercise designed to build collaboration. She may help Holly with the NABJ convention welcome. She was an SDX judge.

- Felisa Cardona also is working on planning joint regional events with UNITY member groups. The Colorado Association of Black Journalists meets April 28-29 and she is on the conference committee. She has expressed interest in helping to plan local ethnic media (Spanish-language, etc.) training. She was an SDX judge and is on Dave Carlson's ad hoc committee.

- Pueng Vongs has become treasurer of the NorCal chapter and was a judge for the Green Eyeshade contest. She contributed ideas and resources to regional conferences.
interested in highlighting ethnic media issues. She will be planning a panel for next year’s national convention, and is developing a plan for national SPJ training outreach for ethnic media. Pueng say Ray has been a wonderful, motivating mentor on professional issues as well.

- **Meena Thiruvengadam** helped judge the SDX awards and is pitching articles to Quill. She is on the national audit committee.

**Future Plans**
Along with our regular leadership training we are planning an in-depth professional session for the fellows and perhaps 15 other convention participants who sign up in advance. "Covering Social Inequities" will include:

1. A visit to the Chicago Reporter, highly regarded for its 33 years of investigative journalism, for a tutorial on investigative techniques on uncovering social inequities.
2. A “behind-the-story” talk by Mary Johns or Beauty Turner on the Residents’ Journal-Chicago Reporter collaboration that won the SPJ New America Award.
3. A “behind-the-story” talk by Kimbriell Kelly of the Chicago Reporter about her Institute for Justice and Journalism Project on immigrant trafficking in the Chicago area.
4. Training on writing about social justice, inquiry and race by Victor Merina of the Institute for Justice and Journalism at USC.
5. Discussion over lunch or a reception, depending on the timing of the training.

Last year, along with participating in the convention and attending the board meeting, fellowship training included the following. We will include these elements this coming year as well. Many thanks to Chris Vachon for taking care of logistics and helping with planning.

**Training: SPJ & Diversity (Sally Lehman)**
- Explanation of the grant’s purpose
- What is SPJ doing?
- How to reach out
  - To individuals
  - To organizations
- Diversity strategy
- Content, recruitment, retention
- Increase diversity membership

**Training: SPJ Ins & Outs (Julie Grimes)**
- Organizational chart
- Committees
- Where are our time, talent, and treasury being spent?
- Resources
Training: Mentor Relationships (Ray Marcano & Mentors)
• “Mentoring up”
• “Contract”
• Mentoring basics

Financial report
This fund usage report covers September 2004 through March 2006. The SDX grant awarded was for $17,060 over two years.

2005 Fellows Program
Participant Travel $1,724.69
Participant Hotel $2,589.84
Conference Registration Fees $ 900.00
Program Expenses $ 477.59
Program Administration $1,000.00
Total $6,692.12

Total Remaining Funds: $10,367.88 (to be used for 2006 Fellows program)

This is a two-year grant, and SPJ does not seek to renew it at this time.
During the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ’s FOI Committee a $6,000 grant for a Prison Access Project. The project was to update SPJ’s online listing of state prison access policies and make the new information available online and on CD.

SPJ FOI Co-Chairs Charles Davis and Joel Campbell managed the project. Their report follows.

Usage of Funds (Aug. 1, 2005 to March 31, 2006):

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Outside Services (committee chairs)</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Printing and Distribution (CDs)</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$6,000</td>
<td>$5,000</td>
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The current project plan calls for development of the CDs for distribution prior to the 2006 SPJ Convention and National Journalism Conference in Chicago. A final report on this grant will be provided for the August 2006 board of directors meeting.

SPJ does not seek to renew this grant for 2006-2007.
March 21, 2006

Terry Harper
Sigma Delta Chi Foundation
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St.
Indianapolis, IN 46208

SENT VIA E-MAIL AND REGULAR MAIL

Dear Terry:
This is a belated report about the expenditure of the SDX grant to update the Prison Access Project on the SPJ Web site. All of the information has been transferred to you for updating on the Web site.

All 50 state web pages have been updated with the best possible information available. Most of the information was compiled and then sent to corrections officials asking for them to check accuracy. Officials at six state correction departments did not respond to multiple requests for information. In such cases, updates were drawn from available information on state Web sites. If officials in these states do eventually respond to our requests, we will forward any updates to you.

The next phase of the project calls for publishing a CD-ROM. I would suggest waiting until the information is completely updated on the SPJ Web site. We should be able to copy the information in HTML and/or Adobe Acrobat format from the Web onto a CD. We could then publish the CDs and begin distribution with a particular focus on distribution at the Chicago convention.

On behalf of Charles Davis and I, we extend our gratitude for the opportunity to work on this important project and hope it will help journalists better explain the issues surrounding our nation's prison system.

Sincerely,

Joel Campbell
Co-Chair
SPJ FOI Committee

Cc: Charles Davis, Co-chair SPJ FOI Committee
NARRATIVE WRITING WORKSHOPS
GRANT UPDATE
Submitted April 2006

At the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $41,500 grant to provide a series of daylong professional training programs focused on narrative writing in six cities.

These one-day programs are targeted to early career reporters and front-line editors at small and mid-size daily newspapers.

During the last year, SPJ staff and the Professional Development Committee worked with program trainer Tom Hallman to develop the course outline, curriculum, and participant materials. SPJ also selected target cities for the programs and development marketing materials.

Tom Hallman, Jr., the trainer for these programs, is a senior reporter specializing in features and narratives for The Oregonian. He won the 2001 Pulitzer Prize for Feature Writing for a series of articles in The Oregonian. Hallman has been the recipient of every major writing award for journalism, including multiple American Society of Newspaper Editors awards, a Scripps Howard National Journalism Award, a National Headliner Award, and a Nixon National Writing Award. A reporter for more than 25 years, Hallman has been at The Oregonian since 1980.

The first workshop takes place on April 29 and the last workshop is scheduled for July 29. A complete schedule is below:

- April 29: Indianapolis, Ind.
- June 10: Atlanta, Ga.
- June 24: St. Louis, Mo.
- July 15: Washington, D.C.
- July 29: Missoula, Mont.

A program Web site is available at http://www.spi.org/nww.asp

A final report on this grant will be provided at the fall 2006 board of directors meeting, after the six workshops are complete. That report will include a final budget as well as an evaluation of individuals impacted through this project.

SPJ seeks to renew to renew this grant for 2006-07.
SIGMA DELTA CHI AWARDS DVD UPDATE

GRANT UPDATE
Submitted April 2006

At the spring 2005 board of directors meeting, the Sigma Delta Chi Foundation awarded SPJ a $50,500 grant to develop a DVD highlighting the winners of the 2005 Sigma Delta Chi Awards. This grant includes funds for: development, replication and distribution of the DVD, as well as costs for program administration.

In recent months, SPJ has developed and reviewed program specifications and secured the services of a firm in Indianapolis — Outside Source Design — to complete the project. We expect to have the DVDs in hand and ready for distribution by Aug. 1, 2006. The project calls for the development of 7,000 DVDs.

The 2005 award recipients will be announced in mid to late April, and work will then begin to collect and catalog the work, as well as a written interview with each award winner.

Each DVD will include the winning work, a history of the awards program, and information about SPJ, including an invitation to join the organization.

Each category of work will include the complete text, video or audio of the work (whenever possible); a question and answer section focusing on award winners explaining how they actually accomplished their work; and a “meet the team” section that will include background/bio information on the winners.

To date, approximately $39,000 of the available funds have been committed. These funds will not be expended until the project is completed in July.

An update on this project will be provided at the fall 2006 board of directors meeting. That update will include a final financial report on usage of funds.

SPJ has submitted a request for renewal of this grant for 2006-2007.
September 29, 2005

Terry Harper
Executive Director
Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Terry,

Please consider this to be a Final Grant Performance Report as required under your guidelines and procedures.

Funds in the amount of $10,000 the NFOIC received from the SDX Foundation in 2005 have been used to help fund the NFOIC's Annual Conference. This year's conference was held May 13-14, 2005 at the Hotel St. Francis in Santa Fe, New Mexico, and was co-hosted by the New Mexico Foundation for Open Government.

The funds from the SDX Foundation were used to help publicize the event as well as bring in speakers for the panel discussions. We had more than 100 registrants at this year's conference. Panel session included information on whether we need a federal shield law, Indian sovereignty, homeland security and the Patriot Act and government secrecy inside Los Alamos.

I have attached a detailed budget explaining our income and expenses. Also I have enclosed copies of the promotional materials as well as the information handed out at the conference.

Thank you again for your confidence in us. We will do everything we can to live up to your expectations.

Sincerely,

[Signature]
Katherine Garner
Treasurer, NFOIC

cc:  Hyde Post, President, NFOIC
Charles Davis, Executive Director, NFOIC
2005 ANNUAL CONFERENCE
National FOI Coalition and SPJ’s Project Sunshine

SCHEDULE

Friday, May 13, 2005

8:00 AM
CONFERENCE REGISTRATION OPENS

9:00 AM – 11:00 AM
SIMULTANEOUS NUTS & BOLTS SESSIONS

Option 1:
STARTING AN OPEN GOVERNMENT COALITION
Experienced organizers discuss various recipes for successful startups, why open government groups are good to have and pitfalls in organizing.
Moderator: Frosty Landon, Executive Director, Virginia Coalition for Open Government
Panelists: Frank Gibson, Executive Director, Tennessee Coalition for Open Government
Mal Leary, President, Maine Freedom of Information Coalition
Betsy Russell, President, Idahoans for Openness in Government Inc.

Option 2:
KEEPING YOUR GROUP GOING STRONG
Leaders of established groups talk about strategies and programs for success.
Moderator: Hollie Manheimer, Executive Director, Georgia First Amendment Foundation
Panelists: Bob Johnson, Executive Director, New Mexico Foundation for Open Government
Judith Meyer, Editor, Sun Journal and Vice President, Maine Freedom of Information Coalition
Peter Scheer, Executive Director, California First Amendment Coalition

11:00 AM – 11:45 AM
Networking Break

11:45 AM – 1:15 PM
WELCOME LUNCHEON
Featured Speaker: Governor Bill Richardson, State of New Mexico

1:15 PM – 1:30 PM
Break
1:30 PM – 2:45 PM

COURT RECORDS: ONLINE ACCESS AND BEYOND
Many legal and administrative records have become available to anyone with a computer. However, in some jurisdictions, judges, lawyers and agencies are concerned that too much access and scrutiny can interfere with the course of cases and have created restrictions. Panelists discuss the challenges of obtaining court records and what can be done about it.

Moderator: Patrick J. Rogers, Attorney, Modrall Sperling Roehl Harris & Sisk, P.A.
Panelists: Mitch Elfers, Chief Deputy, U.S. District Court, District of New Mexico
Jon Kaney, Senior Partner, Cobb & Cole
Joline Gutierrez Krueger, Reporter, The Albuquerque Tribune

3:00 PM – 4:15 PM

GOVERNMENT SECRECY: INSIDE LOS ALAMOS
The nexus of science and transparency is often overlooked by FOI advocates, but may never be as important. Homeland security issues bedevil scientists and government agencies attempting to balance the need for access to data and findings while protecting us from those who would do us harm. Meanwhile, providing meaningful access to scientific information is essential for journalists, environmentalists and citizen activists. This panel brings together key players from the front lines of science, journalism and activism.

Moderator: Charles Davis, Executive Director, Freedom of Information Center
Panelists: Greg Mello, Executive Director, Los Alamos Study Group
Roger Snodgrass, Assistant Editor, Los Alamos Monitor
Larry Spohn, Deputy Editorial Page Editor, The Albuquerque Tribune

4:15 PM – 4:30 PM
Break

4:30 PM – 5:45 PM

GOVERNMENT SECRECY: HOMELAND SECURITY AND FOIA
Are we safer since 9/11? How does the Homeland Security Act affect the federal Freedom of Information Act and how do both of these affect the states?

Moderator: Katherine Cary, Chief of Open Records Division, Texas Attorney General’s Office
Panelists: James Ho, Chief Counsel, U.S. Senator John Cornyn
Tim Manning, Director, New Mexico Office of Homeland Security
Daniel J. Metcalfe, Co-Director, U.S. Office of Information & Privacy

6:00 PM – 8:00 PM
RECEPTION
Saturday, May 14, 2005

8:00 AM  CONFERENCE REGISTRATION CONTINUES

8:00 AM – 8:45 AM  CONTINENTAL BREAKFAST
                   & NFOIC ANNUAL MEETING

8:45 AM – 9:00 AM  Break

9:00 AM – 10:15 AM  HOW GOVERNMENT WATCHDOGS GUARD PUBLIC RIGHTS

Who protects the public? In several states, the responsibility is designated by law to a government entity. Government watchdogs will discuss how their offices are structured and how they operate within their states.

Moderator:  Mitch Pearlman, Executive Director, Connecticut Freedom of Information Commission and Secretary & Director, Connecticut Foundation for Open Government

Panelists:  Stuart Bluestone, Chief Deputy Attorney General, New Mexico Attorney General’s Office
           Maria J.K. Everett, Executive Director, Virginia Freedom of Information Advisory Council
           Darce Fardy, Review Officer, Nova Scotia Freedom of Information & Protection of Privacy Review Office

10:15 AM – 10:30 AM  Break

10:30 AM – 11:45 AM  THE FIRST AMENDMENT: DO WE NEED A FEDERAL SHIELD LAW?

Is the First Amendment no longer enough to protect reporters from identifying confidential sources? The eminent First Amendment attorney Floyd Abrams will discuss the need for a federal shield law to protect reporters that delve into government wrongdoings and the sources who help them.

Featured Speaker:  Floyd Abrams, Partner, Cahill Gordon & Reindel and William J. Brenham, Jr. Visiting Professor of First Amendment Law, Columbia Graduate School of Journalism

11:45 AM – NOON  Break
Saturday, May 14, 2005 continued

NOON – 1:45 PM
AWARDS LUNCHEON
HEROES OF THE 50 STATES:
THE OPEN GOVERNMENT HALL OF FAME – NFOIC & SPJ
Featured Speaker: Tom Curley, President & Chief Executive Officer,
The Associated Press

2:00 PM – 3:15 PM
SUNSHINE AND PUBLIC/PRIVATE PARTNERSHIPS
As governments across the country continue to privatize traditional government functions, who keeps an eye on the private companies? Who does the public hold accountable when problems surface? Are private companies providing traditional services subject to sunshine laws? Panelists will discuss the impact of privatization on the public’s right to oversee its government as well as necessary changes to our open government laws.
Moderator: Barbara Petersen, President, First Amendment Foundation (Fla.)
Panelists: Terri Cole, President, Greater Albuquerque Chamber of Commerce
Jon Kaney, Senior Partner, Cobb & Cole

3:15 PM – 3:30 PM Break

3:30 PM – 4:45 PM
INDIAN SOVEREIGNTY
Do Indian reservations follow the same rules? Indian sovereignty means self-government within reservations and reservation property. A panel of Indian officials and journalists who cover Indian issues will discuss reservation sunshine laws, management of Indian casinos and how Indians participate in state government as legislators and other officials.
Moderator: Conroy Chino, Secretary of Labor, State of New Mexico
Panelists: Mary Bowannie, Lecturer, Native American Studies Department,
University of New Mexico
Leslie Linthicum, Reporter, Albuquerque Journal
Patty Talahongva, Managing Editor, “National Native News” & “Native America Calling” and Host of “Native America Calling”
Gil Vigil, Vice Chairman, All Indian Pueblo Council

5:00 PM CLOSING REMARKS & ADJOURNMENT
Floyd Abrams
*Partner, Cahill, Gordon & Reindel, L.L.P.*

Floyd Abrams is a partner at the New York City law firm of Cahill, Gordon & Reindel, L.L.P. He has served as chair of several American Bar Association Committees on Freedom of Speech and of the Press and has been a visiting lecturer at Yale Law School, an instructor at Columbia University School of Law and is William J. Brennan Visiting Professor at the Columbia University Graduate School of Journalism. He often writes for national news and legal publications and is frequently invited to appear on national television as an expert on legal affairs.

Stuart Bluestone
*Chief Deputy Attorney General, New Mexico Attorney General’s Office*

Stuart Bluestone has been New Mexico's Chief Deputy Attorney General since 1999. He previously served as director of the Attorney General’s Civil Division and Consumer Protection Division.

After graduating from the Georgetown University Law Center in 1972, Bluestone joined one of the country’s first public interest law firms — Berlin, Roisman and Kessler — concentrating on consumer and environmental protection matters. He next became a litigator for the Federal Energy Administration and was in private practice in Washington, DC with Miller & Chevalier. He has also served as senior attorney and deputy director for the New Mexico Legislative Council Service.

Bluestone is currently on the board of directors of New Mexico Legal Aid and the New Mexico Anti-Defamation League (ADL). In 2004 he received the ADL’s Distinguished Public Service Award. He also received the 2004 Nelson Kempsky Award for Management and Leadership from the Conference of Western Attorneys General.

Bluestone is a 1968 graduate of Trinity College (Conn.), and in 1988 he received a master's degree in Public Administration from the John F. Kennedy School of Government at Harvard University.

Mary Bowannie
*Lecturer, University of New Mexico*

Mary K. Bowannie is an enrolled member of the Pueblo of Zuni, and also has Cochiti Pueblo in her from her father’s side of the family. Bowannie was born and raised in New Mexico and has traveled extensively across Indian Country. Currently as a professional, she is a lecturer with the Native American studies department at the University of New Mexico (NAS), where she instructs students in the area of “Native Media,” “Intro to Socio-Political Concepts,” “Native American Activism,” and the “Politics of Identity.”
Bowannie has been able to incorporate her reporting and technology experience into the classroom and push her students to look critically at the media's impact on Indian country, presently and historically. Prior to joining the NAS department, she completed her master's degree in journalism from the University of Colorado at Boulder in 2000, and has covered stories on Indian Country for various public radio outlets, tribal newspapers and magazines since 1994. She is a member of the Native American Journalists Association (NAJA) and has participated in the NAJA Student Media projects, both as a mentor and as a student.

**Katherine (Missy) Minter Cary**  
*Division Chief of the Open Records Division, Office of the Texas Attorney General*  
Katherine (Missy) Minter Cary is an assistant attorney general with the position of division chief of the Open Records Division for the Office of the Attorney General. Previously she served as Public Information Coordinator for the Office of the Attorney General. She has also served as an assistant attorney general in the Administrative Law Division of the Office of the Attorney General, an assistant general counsel for the Lottery Commission and a staff attorney for the General Land Office. Her practice is concentrated in the administrative law area with extensive experience in both open government issues and the labor and employment law fields. Cary has represented state agencies in federal and state litigation, as well as in various investigations and proceedings. She has provided legal advice on personnel practices and policies.

Cary studied at Hollins College in Roanoke, Va., and received a B.A. from Texas A & M University in 1987. She earned a J.D. degree at St. Mary's University in 1990 and became a licensed mediator in 1991. She was board certified in administrative law in December 1997. She is a 2001 graduate of the First Amendment Institute of the Freedom of Information Foundation of Texas. She is the recipient of the 2003 James Madison Award in honor of her exemplary work with respect to First Amendment issues.

**Conroy Chino**  
*Secretary, New Mexico Department of Labor*  
Conroy Chino was appointed as secretary for the New Mexico Department of Labor in 2003. He is responsible for managing the operations of this state agency with 550 employees, whose primary mission is to put people back to work and to assist the unemployed and the underemployed. He is currently the highest-ranking Native American in state government.

Prior to his appointment, Chino worked in television news for more than 24 years. Most of that time was spent in the Albuquerque market as an investigative reporter and a television anchor for a daily newscast. He is best known for his hard-hitting journalistic style, covering stories that ranged from illegal dog fighting to business scams to government waste. Chino also helped narrate and produce a number of documentaries, including the nationally acclaimed PBS documentary, "Surviving Columbus," which detailed the historic contact between Europeans and the Pueblo People of New Mexico. He was the voice behind the Smithsonian and the Museum of the American Indian radio series, "Living Voices," and finally, he has hosted several one-hour PBS talk shows on erasing hate, racism and prejudice. With more than two decades of TV experience, Chino has become skilled at interviewing, storytelling, and scriptwriting. He recently created an independent video production company is finishing a feature length PBS documentary on urban Indians.
Chino is from the Acoma tribe and has strong ties to his people. He was raised on the reservation, attended schools nearby and was sent away to boarding school at age 13. Chino attended the University of New Mexico, Princeton University Graduate School, and Harvard University on a journalism fellowship. He has a B.A. in English, with a specialty in early 20th century American Literature.

Terri Cole
President, Greater Albuquerque Chamber of Commerce

Terri Cole became president and chief executive officer of the Greater Albuquerque Chamber of Commerce in 1983, having been on the staff of the Chamber since 1978. In 1985, she graduated from the Institute of Organization Management at San Jose State University and in 1988 she became one of only 250 Certified Chamber Executives in the nation.

Cole attended both the University of New Mexico and New Mexico State University. In 1991 she served as chair of the Stanford University Institute of Organization Management and in 1995 was the first female chairperson of the American Chamber of Commerce Executives Association.

Cole is recognized nationally for her leadership and business acumen. Under her presidency, the Chamber has grown to be the largest business organization in New Mexico and is regarded nationally as a model for Chambers of Commerce.

She was recently appointed by Governor Richardson to chair the New Mexico Workforce Development Board. She also serves on the Horizon's Task force and the Governor's Higher Education Committee. Cole is a member of the Eclipse Aviation Advisory Board, the State Family and Resource Act Advisory Committee, the Governor's Citizens Task Force for Healthcare Reform, the Foundation for Open Government and the US Chamber of Commerce Committee. She is a board member of the Science and Technology Corporation at UNM and the UNM Advancement Committee. Finally, she serves on the board of the Science and Technology Park Development Corporation.

Cole has been named one of the 10 most influential business people in the state by the New Mexico Business Journal, and has received the Martin Luther King, Jr. Freedom award.

Tom Curley
President and Chief Executive Officer, The Associated Press

Tom Curley became president and chief executive officer of The Associated Press on June 1, 2003. He is the 12th person to lead the AP since its founding in 1848. Under Curley's leadership, the AP is evolving from a wire service to an interactive global news network geared to meet the content needs and marketplace demands of members and customers worldwide.

Curley has restructured senior AP management, created an international division to drive content and new business overseas, charted the development of technology to create a multimedia database for all AP content, and encouraged initiatives to celebrate exceptional and distinctive AP journalism.

Curley says the company's initiatives are aimed at making The Associated Press the essential global news network. "We intend for The Associated Press to be the first words people say when they think of news," he says.

Curley was previously president and publisher of USA Today, the nation's largest-selling daily newspaper. Since 1998 he was also senior vice president of the newspaper's owner, Gannett Co., Inc., publisher of 100 daily newspapers in the United States.
USA Today circulation under Curley grew to more than 2.3 million copies a day.

Curley was the original news staffer on the project that led to the creation of USA Today. He was assigned in 1979 by then-Gannett Chairman Al Neuharth to study the feasibility of a national newspaper. He later worked in every department of the newspaper. In 1986, he became the newspaper's sixth president and in 1991 added the title of publisher.

At the age of 15, Curley began his journalism career covering high school basketball for his hometown Easton (Pa.) Express. He continued working for newspapers during college, and joined Gannett's Rochester (N.Y.) Times-Union in 1972 as night city/suburban editor. He became director of information for Gannett in 1976 and began coordinating Gannett's newspaper research projects, which produced more than 50,000 interviews on media use. He became editor of Gannett's Norwich (Conn.) Bulletin in 1982 and publisher of The Courier-News at Bridgewater, N.J., in 1983 before returning to USA Today in 1985.

Curley holds a political science degree from Philadelphia's La Salle University and a master's degree in business administration from Rochester Institute of Technology. He is a vice chairman of the boards at both schools.

Charles N. Davis
Executive Director, Freedom of Information Center, University of Missouri School of Journalism

Charles N. Davis serves as executive director of the Freedom of Information Center at the University of Missouri School of Journalism and is an associate professor in the News-Editorial Department.

Davis worked for nearly ten years as a journalist after his graduation from North Georgia College, working for newspapers, magazines and a news service in Georgia, Florida and Ireland. As a national correspondent for Lafferty Publications, a Dublin-based news wire service for financial publications, Davis reported from the US on banking, e-commerce and regulatory issues for seven years before leaving full-time journalism to complete a master's degree from the University of Georgia's Henry W. Grady School of Journalism and Mass Communication and to earn a doctorate in mass communication from the University of Florida. He continues to write for business and legal publications.

Davis conducts scholarly research on access to governmental information and new media law, including jurisdictional issues, intellectual property and on-line libel. His first edited book is entitled "Access Denied: Freedom of Information in the Information Age." Davis has earned a Sunshine Award from the Society of Professional Journalists for his work in furthering freedom of information and the Provost's Award for Outstanding Junior Faculty Teaching.

Mitchell Elfers
Chief Deputy Clerk, US District Court for the District of New Mexico

Mitchell Elfers received his M.B.A. (Management Information Systems) from the University of New Mexico in 1992. He has been employed by the United States District Court for the District of New Mexico for 13 years and is currently the chief deputy of the court. Elfers lead the development effort that resulted in ACE, the electronic filing system used by the Court. He also chaired the Attorney Access committee, which was tasked with identifying the functional requirements of the ACE system from an attorney perspective.
Maria J. K. Everett
Executive Director, Virginia Freedom of Information Advisory Council

Maria J.K. Everett is the executive director of the Virginia Freedom of Information Advisory Council, a legislative agency, created in July 2000. Since its inception, the FOIA Council has rendered more than 3,000 informal opinions and more than 130 written opinions on the application/interpretation of the Freedom of Information Act.

Everett, a senior attorney with the Division of Legislative Services, also serves as counsel to the House Committee on General Laws, a position she has held since 1990. She earned a B.S. degree from Virginia Tech and a J.D. degree from the George Mason University School of Law.

Darce Fardy
Review Officer, Nova Scotia Freedom of Information and Protection of Privacy Review Office

Darce Fardy spent 39 years as a journalist with Canada's public broadcaster, the Canadian Broadcasting Corporation (the CBC). He began as a radio and television reporter with the CBC in St. John's, Newfoundland. During his career he was news director at CBC St. John's and at CBC Edmonton, Alberta.

In 1960 he was seconded to the United Nations newsroom in New York for the General Assembly session... the one where Krushchev engaged in the shoe banging exhibition in the presence of some 60 world leaders.

Fardy was director of television in St. John's and later in Halifax, Nova Scotia. He was subsequently appointed the CBC's network head for national television current affairs programming, including documentaries. During that period he cooperated with PBS, New York; the BBC; and ITN on documentary co-productions.

Fardy retired from the CBC in 1991 and was appointed review officer (Commissioner) to provide independent oversight over the Nova Scotia Freedom of Information and Protection of Privacy Act in 1994.

Frank Gibson
Executive Director, Tennessee Coalition for Open Government

Frank Gibson is executive director of the Tennessee Coalition for Open Government, an alliance of media and citizen groups dedicated to preserving and improving citizen access under Tennessee's public information laws, and works part-time as a regional editor at The Tennessean in Nashville.

He was the political editor at The Tennessean from 1992 to June of 2004 when he was named to his post at TCOG. He worked as a reporter for 17 years, covering state, local and federal government beats in Nashville and Washington before becoming a metro editor in 1982.

Gibson is a past national president of the Society of Professional Journalists. In 1989-90, he chaired Project Watchdog, a $1 million advertising campaign to educate the American people on the importance of a free press. The project commemorated the bicentennial of the Bill of Rights.

In 1994, Gibson became chairman of the Tennessee Press Association's Freedom of Information Committee. He is the founding director of TCOG and has worked on state FOI problems for more than two decades.

An ardent student of First Amendment law and history, Gibson's motivating interest has been to pursue problems of access to state and local government. As a Journalism Fellow in 1985-86, Gibson studied First Amendment law at the University of Michigan Law School.
In 2003, he chaired the National Freedom of Information Coalition and SPJ's Project Sunshine annual conference in Nashville.

He serves on the Board of Visitors of the College of Communication and Information at the University of Tennessee and until 2004 was president-elect of the Sigma Delta Chi Foundation. In 1994, Gibson received the Wells Memorial Key, the highest honor SPJ bestows on a member.

James Ho
Chief Counsel to Senator John Cornyn, Chairman of the U.S. Senate Judiciary Subcommittee on Immigration, Border Security & Citizenship

James Ho has served as chief counsel to Senator John Cornyn of Texas, Jim's once and future home state, since February 2003. In 2005, he was recognized as one of the Best 35 Congressional Staffers Under 35 by The Hill. He will serve as a law clerk on the U.S. Supreme Court during the October 2005 Term. Ho previously resided in Houston, Texas, where he was a law clerk for Judge Jerry B. Smith of the U.S. Court of Appeals for the Fifth Circuit. He then served as an associate in the Washington, DC office and Appellate and Constitutional Law practice group of Gibson, Dunn & Crutcher LLP. In March 2001, he joined the U.S. Department of Justice, where he served as special assistant to the Assistant Attorney General for Civil Rights and then as an attorney-adviser at the Office of Legal Counsel. Ho is a senior editor of the Green Bag, a member of the board of directors of the Asian Pacific American Bar Association Educational Fund (AEF), and co-founder of the AEF Robert T. Matsui Annual Writing Competition. He graduated in 1999 with high honors from the University of Chicago Law School, and in 1995 with a B.A. in public policy with honors from Stanford University. Ho was born in Taipei, Taiwan on February 27, 1973.

Bob Johnson
Executive Director, New Mexico Foundation for Open Government

Bob Johnson has been executive director of the New Mexico Foundation for Open Government since it was founded in 1989. Before that, he worked for The Associated Press for 42 years, including assignments as bureau chief, general sports editor, managing editor and special assistant to the president.

Johnson was one of the first three inductees into “Heroes of the Fifty States: the State Open Government Hall of Fame,” an honor created jointly by the NFOIC and the Society of Professional Journalists in 2003. In 1999, NM FOG was the only finalist in the Scripps-Howard Foundation’s “Distinguished Service to the First Amendment” competition and in 2000 Johnson received the Albuquerque Bar Association’s “Liberty Bell” Award. In 2004, he was chosen for the “Working for the Best in Government” award given by Common Cause New Mexico.

Under his administration, FOG has succeeded in amending and strengthening the New Mexico sunshine laws, has defeated bills that would have impaired public access to public records and has prevailed as co-plaintiff with several member newspapers in 22 open meetings or public records lawsuits.

As AP bureau chief in Dallas, Johnson wrote the first bulletin on the assassination of President John F. Kennedy and directed the coverage throughout. As general sports editor of The AP he was in Munich and directed coverage of the massacre of Israeli athletes at the 1972 Olympic Games, and as managing editor he called signals on covering Watergate and the resignation of President Richard P. Nixon.
Jonathan D. Kaney, Jr.
Senior Partner, Cobb & Cole

Jon Kaney received his J.D. degree with high honors from Florida State University in 1969 and a Master of Laws in Taxation from the University of Florida in 1979. He holds the AV rating from the Martindale-Hubbell Law Directory, and in 2004, he was named in a survey of lawyers published by Florida Trend Magazine as one of 846 lawyers comprising Florida's "Legal Elite."

Kaney practices as a business lawyer, counseling business corporations on tax, corporate and other areas of business law, handling mergers, acquisitions, business transactions, and dealing with estate planning for transfer of family businesses. He has served on the Executive Council of the Tax Section and on the Committee on Tax Specialization of The Florida Bar. He is a fellow of the American College of Estates and Trust Counsel and past president of the Estate Planning Council of Volusia County. His articles have been published in the Journal of Taxation, the Florida State University Law Review, the Florida Bar Journal, and other legal publications.

Kaney also practices extensively in the field of media law. He serves as general counsel to a newspaper publisher and to Florida's First Amendment Foundation and has represented other newspaper and television companies in Florida courts. He has chaired the Media Law Conference of the Media Law Committee of The Florida Bar and has been recognized by the Society of Professional Journalists for success in litigating a courtroom access issue.

Kaney has been deeply involved in policy studies of the issues of open government and privacy arising from internet access to public records. In 2002, he was appointed by the Governor to, and served as vice-chair of, the Study Committee on Public Records, a committee created by the Florida Legislature to examine the effects of advanced technology on privacy and access to Court Records and Official Records. Then in 2003, he was appointed by the chief justice of Florida to serve on the Supreme Court Committee on Privacy and Court Records to continue study of the issue as it applies to the judiciary.

Joline Gutierrez Krueger
Reporter, The Albuquerque Tribune

Joline Gutierrez Krueger, 48, has worked as an editor and columnist for The Albuquerque Tribune since 1987 but chose to leave the comforts and confinements of the desk for a reporting beat in 1998. Since then, she has predominantly covered the world of crime and justice both as a police reporter and court report. She is a double winner of the Scripps Howard National Writing Award for her stories on the pathos and the people of crime. She has also won a number of other national and regional awards, including several New Mexico Press Association awards, New Mexico Associated Press Managing Editors awards and third place in the American Association of Sunday and Feature Editors Awards in 2000. Krueger is also a former fellow of both the Maynard Institute and the Casey Journalism Center.

Forrest M. (Frosty) Landon
Executive Director, Virginia Coalition for Open Government

Frosty Landon spearheaded the formation of the Virginia Coalition for Open Government in 1996, following his retirement as executive editor/vice president of The Roanoke Times. He worked 40 years as a Roanoke journalist, starting as a television reporter and radio news director. His newspaper jobs included editorial page editor and managing editor before being named executive editor in 1982.
He is a director and former president of the National Freedom of Information Coalition and a former chairman of the FOI Committee of the American Society of Newspaper Editors. In 1988, the Virginia chapter of the Society of Professional Journalists gave him the George Mason Award for outstanding contributions to Virginia journalism. He was inducted into the Virginia Communications Hall of Fame in 1997, and given one of SPJ's national "Sunshine Awards," also in '97.

Mal Leary
President, Maine Freedom of Information Coalition

Mal Leary has been a journalist his entire professional career. He has worked in print, radio and television. He has won numerous reporting awards, at both the state and national level. He covered politics and state government for United Press International, was a political columnist for the Maine Sunday Telegram and was part owner of a Portland radio station that anchored a statewide radio network.

Leary worked for Maine Public Radio for years in several positions, the last being managing editor for news. He also has appeared on several Maine PBS programs and produced the award winning documentary "Remember the Maine" for Maine Public Television. He attended the University of Maine and has taken courses and seminars at Boston University, Harvard, Georgetown and the University of Southern Maine.

Leary owns Capitol News Service, based at the State House. His reporting is heard on many Maine radio stations and appears in several newspapers, including the Bangor Daily News and the Lewiston Sun-Journal.

Leslie Linthicum
Reporter, Albuquerque Journal

Leslie Linthicum has written about statewide issues for the Journal for the past 17 years. Linthicum, 47, is a native of Chatfield, Minnesota and a 1980 graduate of Northwestern University's Medill School of Journalism. She started her career as a police reporter at the City News Bureau of Chicago and has also worked for the Albuquerque Tribune and The Houston Post.

Linthicum covers Indian tribes and rural issues for the Journal. She has also been involved in the newspaper's investigative projects that looked into substandard cancer care for children at the University of New Mexico Hospital, the state's dreadful drunken driving problem and a phony 9/11 hero.

Hollie Manheimer
Executive Director, Georgia First Amendment Foundation

Hollie Manheimer is the executive director of the Georgia First Amendment Foundation (GFAF), a grassroots non-profit organization formed in 1994 to promote freedom of information in Georgia through education and advocacy. When not serving the foundation, Manheimer practices law at Stuckey & Manheimer, LLC and serves as a Pro Hac Vice Judge of the Recorders Court of DeKalb County. A cum laude graduate of Dartmouth College, Manheimer received her J.D. from Emory University School of Law and holds two masters' degrees: one in English from New York University and one in communications from Georgia State University.
Tim Manning

Director, New Mexico Office of Homeland Security

Tim Manning was selected as New Mexico homeland security advisor and director of the Office of Homeland Security by Governor Bill Richardson. Manning has been with the Office of Emergency Management of the Department of Public Safety since early 2001, serving as the chief of the Emergency Operations Bureau and, for the past two years, as the director.

Through his work in emergency management, Manning has been involved with the response to large emergencies and disasters for many years, including coordinating New Mexico’s response to the attacks of September 11th and the following anthrax mailings. He has managed emergencies such as large wildfires, flooding and hazmat incidents. He led the search and recovery efforts in New Mexico for the Space Shuttle Columbia, and oversaw the response and recovery of last year’s Presidential disaster declaration for flooding. He has also overseen the interstate mutual-aid response to three other national disasters, 15 federally declared fire emergencies, and coordinated response to more than 25 emergencies and disasters declared by Governor Richardson.

Manning works with the Governor’s Cabinet to coordinate the state’s efforts, and serves as the bridge between the state and federal government and the cities and counties of New Mexico for the prevention, preparedness and response to acts of terrorism. He also coordinates the distribution of federal homeland security assistance to local first responders.

Greg Mello

Executive Director, Los Alamos Study Group

Greg Mello is the executive director of the Los Alamos Study Group, a disarmament-oriented research and advocacy organization headquartered in Albuquerque, New Mexico. Since co-founding the Study Group in 1989, he has led the Study Group in its research on the activities of the U.S. nuclear weapons complex and in environmental review and analysis.

Other Study Group programs led by Mello include congressional education and lobbying, community organizing, litigation, and advertising (Study Group billboards can be found between the Albuquerque airport and Los Alamos National Laboratory). From time to time, he has served as a consulting analyst and writer for other nuclear policy organizations as well.

In 2002, Mello was a visiting research fellow at Princeton’s program on science and global security. He is a member of the Governing Council of the worldwide Abolition 2000 nuclear disarmament organization. This year, The Albuquerque Tribune recognized Mello as one of its ten “rising stars” for 2004. He has provided key information to NGOs and diplomats at treaty conferences in New York and Geneva.


Study Group work has delayed and downscaled production of plutonium pits, and has saved hundreds of millions of dollars in a variety of other wasteful and unsafe projects at Los Alamos National Laboratory — projects later found to be unnecessary from any perspective. In the course of his work, Mello and the Study Group have generated hundreds of news articles and segments in the regional, national and international press and in broadcast media.

Mello’s education is that of an engineer (B.S. with distinction, Harvey Mudd College, 1971) and regional planner (Harvard, 1975, HUD Fellow in Urban Studies).
Daniel J. Metcalfe
Co-Director, US Office of Information and Privacy

Dan Metcalfe is a 1976 graduate of the National Law Center at George Washington University, where he was a law review editor and attended on a full academic scholarship. After a judicial clerkship, he served as a trial attorney in the Department of Justice’s Civil Division for four years, specializing in Freedom of Information Act and Privacy Act litigation. In 1981, he was appointed to the position of Co-Director of the Justice Department’s Office of Information and Privacy, which discharges the Attorney General’s administrative and governmentwide policy responsibilities under the FOIA. In this capacity, he has advised federal agencies on all aspects of FOIA administration, has supervised the defense of hundreds of FOIA lawsuits at the district court and court of appeals levels, has testified before Congress on prospective FOIA amendment legislation, and has met with representatives of more than six dozen nations as they have considered the development and implementation of their own freedom of information laws during the past twenty-three years. Most recently, he also has served as a principal advisor to the Department of Homeland Security on matters of post-9/11 information policy, including the protection of Critical Infrastructure Information (“CII”) and the prospective safeguarding of Sensitive Homeland Security Information (“SHSI”). He became a career member of the Senior Executive Service in 1984, the youngest Department of Justice attorney then and since ever to hold such a position.

Judith Meyer
Managing Editor, Sun Journal and Vice President, Maine Freedom of Information Coalition

Judy Meyer, managing editor/days for the Sun Journal, is vice president of the Maine Freedom of Information Coalition and sits on the legislatively-appointed Committee to Study Compliance with Maine’s Freedom of Access Laws. She was named Maine’s Journalist of the Year in 2003 for her work on FOI.

Mitchell Pearlman
Executive Director, Connecticut Freedom of Information Commission and Secretary & Director, Connecticut Foundation for Open Government

Mitchell Pearlman is both a lawyer and a government official. He is Executive Director of the Connecticut Freedom of Information Commission, a position he has held for over 29 years. As the commission’s chief executive officer, Pearlman is one of the most senior freedom of information enforcement officials in the United States. He has practiced law for 34 years, primarily in the areas of administrative law, and trial and appellate litigation.

Pearlman is a director of the National Freedom of Information Coalition, secretary and a director of the Connecticut Foundation for Open Government, Inc., and a director and vice chair of Connecticut Legal Services, Inc. He is also chairperson of the Connecticut Information Policy Advisory Committee. Pearlman was formerly a member of the steering committee of the Council on Governmental Ethics Laws and is a recipient of its outstanding service award. He was president of Glastonbury ABC, Inc. (a program for outstanding minority high school students) and served as chairperson of the Connecticut Bar Association’s Administrative Law Section. He is currently a member of that section’s Executive Committee. He is also a member of the Connecticut Bar Association’s Media and the Law Committee and was elected a James W. Cooper Fellow of the Connecticut Bar Foundation for lawyers, judges and teachers of law who through their accomplishments and service represent the best of the legal profession.
Pearlman is a frequent speaker on government transparency (freedom of information), information policy, electronic information issues, privacy and data protection, freedom of the press, and administrative law. He has provided expert testimony before Congress; and has been consulted by leaders from Armenia, Australia, Bulgaria, Canada, China, Denmark, Finland, France, Germany, Jordan, Hong Kong, Mexico, Morocco, New Zealand, Romania, Slovakia, South Africa, Sweden, Turkey, and the United Kingdom, as well as by leaders from many states and provinces. Pearlman has traveled abroad extensively, and in recent years has participated as a speaker in various countries through the Democracy and Human Rights Program of the United States Information Agency (now part of the State Department), the American Bar Association’s Central and Eastern European Law Initiative, and other non-governmental organizations. He is currently working on open government information legislation in China in conjunction with Yale Law School’s China Law Center.

Pearlman has taught law and society at the University of Hartford and media law at the University of Connecticut. He has also served on numerous committees and study groups. He was general chairman of the National Privacy and Public Policy Symposium in 1995 and editor of its comprehensive report. Pearlman was also the chairman of a national symposium entitled “Striking the Balance: Open Government in the Age of Terrorism” in November of 2002. In addition, Pearlman has published numerous scholarly and popular articles in various publications and periodicals.

Barbara Petersen
President, Florida First Amendment Foundation
A graduate of the University of Missouri-Columbia and Florida State University College of Law, Petersen is president of Florida’s First Amendment Foundation. Before taking her current position in 1995, she was staff attorney for the Joint Committee on Information Technology Resources of the Florida Legislature, where she worked exclusively on public records legislation and issues. Petersen is a passionate advocate of the public’s right to oversee its government, and is the author of numerous reports and articles on open government issues.

The Honorable Bill Richardson
Governor of New Mexico

Bill Richardson was born in Pasadena, Calif., and spent much of his childhood in Mexico City. His father was a banker from Boston and his mother was Mexican. He says he spoke Spanish with his mother and English with his father.

He attended Middlesex School, a prep school in Massachusetts. An elbow injury ended a possible career in professional baseball and politics became his passion. He graduated from Tufts University with a bachelor’s degree in political science and French in 1970 and a graduate degree in international relations in 1971.

Richardson worked as a committee staffer on Capitol Hill, and moved to New Mexico in 1978 for a political job. He briefly worked at the state Democratic Party and then was executive director of the party’s Bernalillo County organization. He rapidly became a political star.

His only losing campaign was his first. In 1980, he came within about 5,000 votes of defeating longtime Republican Congressman Manuel Lujan. After a third congressional district was created in heavily Democratic northern New Mexico, Richardson won the seat in 1982. He never received less than 50 percent of the vote in any re-election, but resigned to join the Clinton administration in 1997.
Richardson served as ambassador to the United Nations from February 1997 until September 1998, when he became the secretary of energy, which he held until the end of the Clinton presidency.

After leaving government service, Richardson lectured at Harvard University's school of government and joined Kissinger McLarty Associates, a consulting firm headed by former Secretary of State Henry Kissinger.

He was elected governor of New Mexico in 2002.

His career covers a lengthy list of powerful positions: congressman, roving diplomatic troubleshooter, ambassador to the United Nations and secretary of the U.S. Energy Department but being governor is "the best job I ever had," he says.

"It's the most fun. You can get the most done. You set the agenda."

(Compiled from the AP Political DataBank)

Patrick J. Rogers
Attorney, Modrall Sperling Roehl Harris & Sisk, P.A.

Patrick Rogers' practice is concentrated primarily in litigation, lobbying and natural resources. Prior to joining the Modrall Sperling, he worked as a legislative assistant to United States Senator Harrison H. Schmitt and was involved in natural resources, antitrust and telecommunications issues.

Rogers is a graduate of the University of New Mexico and the Georgetown School of Law.

Betsy Russell
President, Idahoans for Openness in Government

Betsy Z. Russell is the Idaho Capitol bureau chief for The Spokesman-Review, a daily newspaper based in Spokane, Washington that circulates in both Washington and Idaho. She is president and a founding board member of Idahoans for Openness in Government (IDOOG), and also is currently president of the Idaho Press Club. She is a graduate of the University of California-Berkeley and holds a master's degree in journalism from Columbia University. She has been with The Spokesman-Review for nearly 14 years, including four years as the newspaper's Idaho editor in Coeur d'Alene. Previously she worked five years as a reporter and editor for the Idaho Statesman in Boise, and earlier worked as a reporter for several California newspapers.

Peter Scheer
Executive Director, California First Amendment Coalition

Peter Scheer is executive director of the California First Amendment Coalition, a First Amendment advocacy organization based in San Rafael.

Scheer is a lawyer, journalist and former newspaper editor and publisher. As a lawyer, Scheer served as general counsel to the National Security Archive, a nonprofit organization based in Washington, DC. He also worked in the Justice Department and was a partner at a Washington law firm that specialized in appellate litigation, including cases in the US Supreme Court.

Scheer was most recently the editor and publisher of The Recorder, the daily legal newspaper in San Francisco, and of Cal Law, an online legal news service. Prior to that he was publisher of Legal Times, a Washington, DC-based weekly newspaper on lobbying and law.
Scheer received his J.D. in 1978 from Harvard Law School, where he was an editor of the *Harvard Law Review*. He did his undergraduate work at Amherst College, where he was elected to Phi Beta Kappa.

Scheer’s columns about legal and political issues have appeared recently in *The Sacramento Bee*, the *San Jose Mercury News*, Slate.com, the *LA Daily Journal* and other publications.

Roger Snodgrass  
*Assistant Editor, Los Alamos Monitor*

Roger Snodgrass is the assistant editor of the *Los Alamos Monitor (N.M.)* where he has worked for five years. His primary responsibility for most of that time has been covering Los Alamos National Laboratory. He also writes on science, the environment and national politics, among other topics.

Snodgrass has won a number of statewide journalism awards, including two New Mexico Press Association Schaeffer Awards, a first place (in 2003) and a second place (in 2002), for "Best Review." These awards were selected from all the newspapers in the state.

He has also won four awards in the last two years from the New Mexico Associated Press Managing Editors - including a first place for "continuing coverage" on the financial management and property scandals at Los Alamos, a first and second prize for science writing, and a first place prize in business writing. These awards were given in the small-daily newspaper category.

Snodgrass has a background in film and video production, where he has credits on more than 20 documentaries, including films for the Smithsonian Institution, the Public Broadcasting System and Turner Broadcasting.

His best-known film is probably "The New Range Wars," which was produced for the World of Audubon Television and is about livestock grazing on public lands.

Snodgrass grew up in Alamogordo, New Mexico, and went to college at George Washington University and Harvard.

Larry Spohn  
*Deputy Editorial Page Editor, The Albuquerque Tribune*

Larry Spohn began his writing career in 1972 as an investigative reporter for the *Metro-East Journal* in East St. Louis, Illinois. He was medical, environment and science writer for the *Greensboro (NC) Daily News* before joining *The Albuquerque Tribune* in 1988 as a science writer. He has had his current position of deputy editorial page editor since 2001.

Spohn has covered the three nuclear weapons labs for a decade, as well as every other major science story in New Mexico, from Star Wars research to use of the Very Large Array for NASA’s Voyager flyby of Neptune.

In 1990, Spohn received the Science Journalism Award from the American Association for the Advancement of Science. He received three national business writing awards in 1983 and was Scripps Howard Deadline Writer of the Year in 1989.

Spohn is a graduate of Northern Illinois University School of Journalism. He also has a degree in environmental sciences from the University of North Carolina at Greensboro.
Patty Talahongva  
*Managing Editor, “National Native News” and “Native America Calling” and Host of “Native America Calling”*

Patty Talahongva (Hopi) is from the Corn and Water Clans of First Mesa, Ariz. on the Hopi reservation. Her Hopi name is Qotsakoolkyangw Mana, which means White Spider Girl. She is the managing editor of “National Native News” and “Native America Calling.” The programs are productions of Koahnie Broadcast Corporation, a Native-owned company based in Anchorage, Alaska and produced in Albuquerque, N.M. She is also the host of “Native America Calling,” a daily, live, one-hour, call-in talk show.

Prior to joining “NAC,” Talahongva owned and operated White Spider Communications, a company dedicated to covering Native American news. She has worked for more than 20 years as a journalist, her first job was in print at the age of 16. The majority of her journalism career has been in television news as a newscast producer at TV stations in Arizona. In 2002 she anchored a nationally syndicated news program that aired on PBS stations nationwide. Today Talahongva still writes occasionally for *Native People’s Magazine*. She joined the Native American Journalists Association in 1994 and has been actively involved running the student television project at the yearly convention. She served on the board for six years, two as vice president and two as president. In her final year as president she instituted a $1,000 Life Time membership and became the first lifetime member. She sits on the board of directors for Unity: Journalists of Color, Inc. and is also the Unity Representative to the Radio and Television News Directors Association as an ex-officio director.

Talahongva has traveled throughout Europe, Brazil, Mexico, Canada, Australia and the United States. She is connected with her tribal community and sits on the board of the Hopi Education Endowment Fund, which oversees a $14 million endowment to ensure the future education of Hopi people.

Gil Vigil  
*Vice Chairman, All Indian Pueblo Council*

Gil Vigil is the vice chairman of the All Indian Pueblo Council (AIPC), which is a consortium of nineteen (19) pueblo nations in New Mexico. Vigil was elected to this position in 2004. He has also served as secretary/treasurer of the organization. He is from the Tesuque Pueblo and has served as governor of his pueblo for three terms. His professional background is in education and was the education director for Tesuque Pueblo before coming to AIPC. He has been a strong advocate for Indian children and served on many committees and boards. Currently he is the president of the Board of Regents at the Haskell Indian Nations University. He is also a board member of the National Indian Child Welfare Association. As vice chairman of AIPC, he advocates for the 19 pueblos on governmental issues locally and nationally having to do with governance, education, health, environment and economic development for the Pueblos.
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EVALUATION FORM

Please take a moment to express your views. Return your completed evaluation forms to the conference registration table, fax to 214-977-6666, or mail to:
NFOIC, 400 S. Record St., Suite 240, Dallas, TX 75202.
Your comments are appreciated.

1. What is your profession? (business and position):

2. Your state of residence:

3. How did you hear about the conference? (circle one):
   - Newspaper
   - Radio
   - TV
   - Fax or mailing
   - E-mail
   - Friend/colleague
   - Other (please specify):

4. Were your overall expectations fulfilled? (circle one):
   - Completely
   - Very Well
   - Reasonably
   - Not at All

5. Was the cost to attend the conference reasonable? (circle one):
   - Extremely
   - Very
   - Somewhat
   - Not at All

6. Did you take advantage of the Early Registration discount?
   - Yes
   - No
   - Panels Only

7. Was the length of the conference appropriate?
   - Yes
   - No
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In your opinion, what were the most useful and least useful parts of the conference?

MOST

LEAST

ADDITIONAL COMMENTS:

Please return your completed evaluation to the conference registration table, fax to 214-977-6666, or mail to NFOIC, 400 S. Record St., Suite 240, Dallas, TX 75202.
February 22, 2006

Mr. Terrence G. Harper
Executive Director
Sigma Delta Chi Foundation
The National Journalism Center
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Terry:

Enclosed is the interim grant report for our first year of Sigma Delta Chi Foundation support for the Annual Surveys of Journalism & Mass Communication. Please let me know if there are any questions.

Thanks for your support.

Sincerely,

Lee B. Becker
Professor and Director of the Annual Surveys
Sigma Delta Chi Foundation
Society of Professional Journalists
3909 North Meridian Street
Indianapolis, IN 46208

GRANT REPORT FORM

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<td>PROJECT TITLE:</td>
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<td>GRANT PERIOD:</td>
<td>August 1, 2005 to July 31, 2006</td>
</tr>
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<td>CHECK ONE</td>
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</table>

The Sigma Delta Chi Foundation aims to advance journalism through its grants program. The following questions are intended to measure the impact of SDX Foundation funds through the work performed as a result of this particular grant. Please be as candid, reflective and succinct as possible. The SDX Foundation wants to know about successes, challenges, and difficulties. Please respond to the questions below and return to the Foundation as your completed report.

Mail to: Grants Reports
SDX Foundation
3909 N. Meridian Street
Indianapolis, IN 46208

Please address questions to Joyce Dobson, Director of Development at 317-927-8000, extension 213 or via e-mail at jdobson@sji.org

Certification

I/we certify that the attached report represents all financial and programmatic activity related to the receipt and use of funds granted by the Sigma Delta Chi Foundation for this grant during FY 2005-06

[Signature(s)]

Date 2-20-06
I. Participation (Please complete if relevant to the project.)

8,443 No. students
0 No. professionals
462 No. non-journalists (administrators)

8,905 Total participants

If known, provide the following information:

_____ No. women
_____ No. minorities
_____ No. SPJ members

These data will be available when the project is completed.

II. Goals

This proposal called for the Society of Professional Journalists and the Sigma Delta Chi (SDX) Foundation to become a sponsor of the Annual Surveys of Journalism & Mass Communication.

In all correspondence associated with the Annual Surveys of Journalism & Mass Communication produced since Sept. 1, 2005, Sigma Delta Chi Foundation of the Society of Professional Journalists has been listed as a sponsor. This includes copies of letters sent to 8,443 graduates of a sample of 91 journalism and mass communication programs around the country and copies of letters sent to administrators of all 462 journalism and mass communication programs in the country.

Copies of this correspondence are included as attachments.

III. Outcomes

1. Describe how the grant benefitted your organization's internal structure and/or external constituencies.

The grant provided $3,000 of the projected income of $57,238.77 for the Annual Surveys of Journalism & Mass Communication for 2005-2006. The funding is crucial, as we anticipate higher than budgeted expenses because of increases in the postal rate. The budget is provided as an attachment.

2. Describe how success is measured. What data are being used, etc.?

Success in the project is determined through the response rates for the two surveys, the Annual Survey of Journalism & Mass Communication Graduates and the Annual Survey of Journalism & Mass Communication Graduates.

At this time, 1,688 graduates have returned their survey forms, and 215 administrators of the enrollment survey have returned their forms.

The second mailing for the graduate survey is nearly complete. The fourth mailing for the enrollment survey is being put into the field as this is being written.

A third mailing of the graduate survey will begin the in early March. Telephone calls to administrators not completing the enrollment survey will begin at the end of March.

The usual return rate for the graduate survey in recent years has been about 40%. For the
enrollment survey, some data have been obtained on every program every year for the last eight years. Success will be judged against these benchmarks.

3. Have there been challenges in completing the stated objectives?

   Return rates are falling in almost every survey fielded, across topics and populations. It is a constant challenge to keep them high. We constantly are trying to find new ways to maintain and even increase participation rates. We changed the mailing procedures last year in the graduate survey, personalizing every mailing by university. We also made extra efforts to get letters of endorsement for administrators. Those procedures were continued for this year. Telephone interviewers are relentless in seeking data from journalism administrators for the enrollment survey.

4. Describe the program's strengths and weaknesses.

   The Annual Surveys provide information on the labor market for journalism and mass communication and on the educational programs that train and educate those entering the market. Prospective students, currently enrolled students, and professors teaching journalism are among those who make use of data provided by the Annual Surveys of Journalism & Mass Communication. Others who make use of the data are working journalists, media organizations, professional associations and foundations that support journalism and journalism education.

   The primary weakness of the project is that it tracks journalism graduates only one year. It would be ideal to have a panel of graduates who were tracked across a longer period of time. This would require much more money than is currently available, but it remains a project goal.

5. Make any additional comments.

   The field work for the Annual Surveys is on schedule. An excellent group of graduate and undergraduate students working in the Cox Center handle the routine work of the surveys, under the constant supervision of Dr. Lee B. Becker and Dr. Tudor Vlad. Data are now being entered from the first wave of the graduate survey and from the first three mailings of the enrollment survey. Results will be released, as is the norm, in August, at the meeting of the Association for Education in Journalism and Mass Communication in San Francisco.

IV. Attachments

   1. Budget

   2. Copies of letters used in mailings for the surveys.
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Note: Budget does not include any overhead, or any salary or travel for the Principal Investigator.
October 2005

Dear

I am enclosing the questionnaire for the 2005 Annual Survey of Journalism & Mass Communication Enrollments. As you know, this mailing goes to all programs listed in either the AEJMC Directory or the Dow Jones Newspaper Fund's Career and Scholarship Guide.

The questionnaire is divided into four sections. The first section deals with enrollment data for the autumn of 2005. Section II covers degrees granted in year 2004-2005. Section III is a short section on faculty hiring. Section IV is another short section on curricular and administrative issues. Included in this last section are a few questions on student media. These have never been asked before, and I get many requests for this information. Of course, the information will be made publicly available in the aggregate form.

I know that not all questions apply to every program. Please try your best, however, to provide as much information as possible. I would like to receive a response from you even if you are not able to answer all the questions asked.

I am hoping you can give particular attention to the questions on enrollments and degrees granted by race/ethnicity and gender. Your university research office should be able to help you obtain these data if necessary.

The amount of time it will take to fill out the form will vary greatly, based on the complexity of your program. Regardless, please know that I understand that your participation is voluntary and appreciate very much your assistance with this project.

Sponsors for this project are the American Society of Newspaper Editors, the Adlington Community Foundation, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers, Inc., The Freedom Forum, Gannett, the John S. and James L. Knight Foundation, the National Association of Broadcasters, the Newspaper & Electronic Publishers Foundation, the Newspaper Association of America, the Newspaper Guild-CWA, the Scripps Howard Foundation, the Sigma Delta Chi Foundation of the Society of Professional Journalists, and the Grady College of Journalism and Mass Communication at the University of Georgia.

If this mailing is in error because the listed program is no longer operating, please so indicate on the form. We will strike your program from our list of active journalism and mass communication programs.

The report on last year's survey will appear in the Autumn 2005 issue of Journalism & Mass Communication Educator. Supplemental materials will be posted to the web site of the Annual Surveys of Journalism & Mass Communication (www.grady.uga.edu/annualsurveys) after the Educator article appears.
As in the past, the report lists enrollments and degrees granted by individual institutions. Other information from the survey is reported by institution name from time to time.

The deadline for completing and returning the 2005 Annual Survey of Journalism & Mass Communication Enrollments is November 18, 2005.

An electronic version of the questionnaire is available for downloading on the Annual Surveys web site: www.grady.uga.edu/annualsurveys/enroiforms.htm. You can return that form electronically to lbbecker@uga.edu or in the regular mail. Or you can complete and return the enclosed form. A mailing label is attached.

If you have any questions about the forms or the project, please call me at (706) 542-5023. Thank you very much for your help.

Sincerely,

Lee B. Becker
Professor and Center Director

Additional questions or problems regarding your rights as a research participant should be addressed to the Chairperson, Institutional Review Board, University of Georgia, 512 Boyd Graduate Studies Research Center, Athens, Georgia 30602-7411; Telephone (706) 542-3199; E-Mail Address IRB@uga.edu.
December 2, 2005

Dear

In the next few weeks, I am hoping you can find the time to complete the enclosed 2005 Annual Survey of Journalism & Mass Communication Enrollments. Many administrators already have returned the completed form. We haven't heard from you yet, and we really would like to get your response by the end of the year.

Our goal is to get information from every program listed in the AEJMC Directory or the Dow Jones Newspaper Fund's Career and Scholarship Guide. Could you please help by making sure that data from your program are included in the annual report on enrollments and degrees granted?

If this mailing is in error because the listed program is no longer operating, please so indicate on the form. We will strike your program from our list of active journalism and mass communication programs.

An electronic version of the questionnaire is available for downloading on the Annual Surveys website: www.grady.uga.edu/annualsurveys/endorforms.htm. You can return that form electronically to lbbecker@uga.edu or in the regular mail. Or you can complete and return the enclosed form. A mailing label is attached. If you prefer, you can send it via fax to (706) 542-5036.

I know that not all questions apply to every program and that some administrators simply have no way of knowing the answers to some of the questions. Please provide as much information as possible. Return the form even if you can answer only the most basic of the questions.

The amount of time it will take to fill out the form will vary greatly, based on the complexity of your program. Regardless, please know that I understand that your participation is voluntary and appreciate very much your assistance with this project.

The report of last year's survey results is in the Autumn 2005 issue of Journalism & Mass Communication Educator, which will go into the mail shortly. As in the past, the report lists enrollments and degrees granted by individual institutions. Other information from the survey is reported by institution name from time to time. I would be interested in any reactions you might have to the data or the report.

If you have any questions about the form or the project, please give me a call at (706) 542-5023. Thank you very much for your help. I wish you a restful holiday break.

Sincerely,

Lee B. Becker
Project Director
January 19, 2006

Dear

I received a lot of mail over the holiday break. Unfortunately, missing from the stack was your response to our December request for your Autumn 2005 enrollment report.

Your response is important. I want your students included in the results of the Journalism & Mass Communication Enrollment Survey and your program listed in the complete report to appear in the Autumn 2006 issue of Journalism & Mass Communication Educator. My goal is to get as much information as possible from every program listed in the AEJMC Directory or the Dow Jones Newspaper Fund's Career and Scholarship Guide.

Enclosed is another copy of the questionnaire. I ask that you take the time now to complete it and return it using the attached mailing label or via fax at (706) 542-5035. It would be most helpful if you returned the form by the middle of February.

If this mailing is in error because the listed program is no longer operating, please so indicate on the form. We will strike your program from our list of active journalism and mass communication programs.

Electronic versions of the form are available for downloading on the Annual Surveys web site: http://www.grady.uga.edu/annualsurveys/. You can return the form as an attachment to lobecker@uga.edu or in the regular mail, using the mailing label provided here.

The amount of time it will take to fill out the form will vary greatly, based on the complexity of your program. Regardless, please know that I understand that your participation is voluntary and appreciate very much your assistance with this project.

If you have any questions about the form or the project, please give me a call at (706) 542-5023.

Sincerely,

Lee B. Becker
Project Director
Dear 2006 Graduate of:

This is not a letter asking for money! We are not trying to sell you a subscription or get you to join an alumni club!

What we do need is your help and about 5 minutes of your time. We want to know about your experiences since you graduated so we can tell your instructors, potential employers and students about to graduate what the current market is like—good or bad!

Every Autumn we contact a sample of students who, the previous Spring, completed journalism/communication degrees from universities around the country. We want to know if graduates were able to find employment and to learn about the types of work found. We want to know what strategies worked. We also want to learn about salary and benefits received.

You are one of those in our sample. Your name and address were provided by your journalism or communication dean, director or chairperson at your university, who endorses this confidential, voluntary survey. Your responses will not be associated with your name in any way and will not be used for any purposes other than this survey.

This is an important survey. Sponsors include the American Society of Newspaper Editors, the Arlington Community Foundation, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers, Inc., Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, the Newspaper Association of America, the Newsweek & Electronic Publishers Foundation, the Newspaper Guild–CWA, the Sigma Delta Chi Foundation of the Society of Professional Journalists, and the Scripps Howard Foundation.

The questionnaire focuses on your experiences since earning your most recent journalism or communication degree, whether that was undergraduate or graduate degree. Please try to answer all the questions, skipping only those that are not appropriate or that you feel uncomfortable with. Remember that your responses are confidential. If you have any questions now or later, please contact me.

Because this is a scientific survey, your response is vital. Please take the time today to complete the questionnaire and return it in the enclosed envelope.

Results will be posted in August 2008 at www.legacy.uga.edu/annualsurveys.

Thank you and best wishes,

Lee B. Becker, Professor and Project Director

Please return the questionnaire to:

Prof. Lee B. Becker
College of Journalism & Mass Communication
University of Georgia
Athens, GA 30602-3018
Tel: 706 542-5023
lbecker@uga.edu

Research at the University of Georgia that involves human participants is overseen by the Institutional Review Board. Questions or problems regarding your rights as a participant should be addressed to Dr. Christina A. Joseph, Institutional Review Board, Office of the Vice President for Research, University of Georgia, 606A Boyd Graduate Studies Center, Athens, GA 30602-7411; Telephone (706) 542-3198; E-Mail Address IRE@uga.edu.
January 2006

Dear 2005 Graduate of:

Please help!

Late last year I sent you a questionnaire. I haven't heard back from you. I really want to know about your experiences since leaving college.

I am enclosing another copy of that questionnaire and **begging you to complete and return it—today, if at all possible.** Because you and your program have been selected to represent graduates of journalism and communication programs around the United States, it is extremely important that we hear back from you.

Your name and address were provided by your departmental chairperson, who endorses this confidential, voluntary survey. Your responses will **not** be associated with your name in any way and will **not** be used for any purpose other than this survey.

The questionnaire focuses on your experiences since earning your **most recent** journalism or communication degree, whether that was an undergraduate or a graduate degree. Please try to answer all the questions, skipping only those that are not appropriate or that you feel uncomfortable with. Remember that your responses are confidential. If you have any questions now or at a later date, please contact me.

Please take the approximately five minutes needed to fill out the form **today** and return it in the enclosed envelope.

*I really do need your help! Please return the questionnaire today!!!*

Thank you very much.

Lee B. Becker
Professor and Project Director

Please return the questionnaire to:

Prof. Lee B. Becker
College of Journalism & Mass Communication
University of Georgia
Athens, GA 30602-3016

---

2005 Survey Sponsors:

- American Society of Newspaper Editors
- Arlington Community Foundation
- Association for Education in Journalism and Mass Communication
- Association of Schools of Journalism and Mass Communication
- Cox Newspapers, Inc.
- Dennett
- Hearst Corporation
- John S. and James L. Knight Foundation
- National Association of Broadcasters
- Newsletter & Electronic Publishers Foundation
- Newspaper Association of America
- The Newspaper Guild-CWA
- Society of Professional Journalists
- Grady College of Journalism and Mass Communication at the University of Georgia

Research at the University of Georgia that involves human participants is overseen by the Institutional Review Board. Questions or problems regarding your rights as a participant should be addressed to Director, Institutional Review Board, Office of the Vice President for Research, University of Georgia, 806A Boyd Graduate Studies Center, Athens, GA 30602-7411; Telephone (706) 542-3199; E-Mail Address IRB@uga.edu.
Sigma Delta Chi Foundation  
Society of Professional Journalists  
3909 North Meridian Street  
Indianapolis, IN 46208

GRANT REPORT FORM

| ORGANIZATION NAME: | Indiana Coalition for Open Government (ICOG) |
| CONTACT PERSON:   | Marian Pearcy, President, ICOG |
| ADDRESS:          | 103 East Beaver St., Suite A |
| PHONE:            | 812-738-0880 |
| PROJECT TITLE:    | NA |
| GRANT PERIOD:     | August 1, 2005 to July 31, 2006 |
| DATE OF REPORT    | |
| CHECK ONE  | X INTERIM REPORT  | FINAL REPORT |

The Sigma Delta Chi Foundation aims to advance journalism through its grants program. The following questions are intended to measure the impact of SDX Foundation funds through the work performed as a result of this particular grant. Please be as candid, reflective and succinct as possible. The SDX Foundation wants to know about successes, challenges, and difficulties. Please respond to the questions below and return to the Foundation as your completed report.

Mail to: Grants Reports  
SDX Foundation  
3909 N. Meridian Street  
Indianapolis, IN 46208

Please address questions to Julie Grimes, associate executive director, at 317-927-8000, ext. 216 or via e-mail at jgrimes@spi.org.

Certification

I/we certify that the attached report represents all financial and programmatic activity related to the receipt and use of funds granted by the Sigma Delta Chi Foundation for this grant during FY 2005-06

Signature(s)  
Date  
3/1/06
I. Participation (Please complete if relevant to the project)

______No. students
______No. professionals
______No. non-journalists
______Total participants

If known, please provide the following information:

______No. women
______No. minorities
______No. SPJ members

II. Goals

Referring to your proposal, list the goals and objectives of the grant and tell how they are being met? Please include specific outcomes or progress toward outcomes.

Our original grant request for $25,000 was reduced to $3,500, resulting in an immediate needs assessment for upcoming projects that would have to be cut. Based on the initial request, we decided to use the grant money for the following endeavors:

1). Outreach to journalism groups, ICOG affiliates and like-minded audiences interested in public access issues to promote the April 21-22, 2006, FOI Summit in Indianapolis. For more information about this event, we have enclosed a brochure that has been/will be distributed to 5,000 people, groups and organizations. An additional 500 posters were also printed and distributed to various community bulletin boards in libraries, colleges, bookstores, coffee shops, and more. Due to limited funds, we are promoting the conference primarily through e-mail lists (3,000-plus) and Web-based marketing. The Web site was enhanced with additional grant money from the National Freedom of Information Coalition in the amount of $5,000—also reduced from our original request of $7,500. As a result of restricted grant funding, we have utilized our resources by stretching our volunteers to promote the event and to recruit new members through special discount registration offers on the Web site. Additional details on the outcomes will be provided in our final report. Complete conference information can be found at www.indianacog.org.

TOTAL PRINTING COSTS EXPENDED TO DATE: $1,663.03

2). Speaker travel for this event, which we initially quoted at $2,000, remains untapped—thanks in large part to our personal and selective recruiting efforts. Successful recruitment of more than 40 speakers, panelists and moderators has been done at employer expense, with the notation that we would list each as a "sponsor" of the event on the Web site. This tool has been dramatically
effective—in landing not only recent Polk winners, but also those who have been recognized by Scripps Howard. To date, we are paying for only one speaker’s night of lodging at the hotel. In the event of any last-minute cancellations, however, we will use this as our Rainy Day Fund to do emergency recruiting. If these funds are not spent, we will immediately put it toward a 2006 reprint of the Access Handbook—a state guide to open meetings and records statutes (also submitted in the original grant proposal).

TOTAL COSTS EXPENDED TO DATE: $0.00

III. Outcomes (use additional paper if necessary)

1. Describe how the grant benefited your organization’s internal structure and/or external constituencies. TBD IN FINAL REPORT.

2. Describe how success is measured (what data are being used, etc.). TBD IN FINAL REPORT.

3. Have there been challenges to completing the stated objectives? ONLY IN REPRIORITIZING PROJECTS SUBMITTED IN THE ORIGINAL GRANT APPLICATION DUE TO DECREASED FUNDING.

4. Describe the program’s strengths and weaknesses. TBD IN FINAL REPORT.

5. Make any additional comments or information. N/A

IV. Attachments

1. A detailed income/expense statement. (SEE INVOICE ATTACHED. PLEASE NOTE THIS TOTAL WAS LOWERED TO $1,568.98 AFTER FILING STATE EXEMPT SALES TAX FORMS.)
2. Copies of any publicity or press coverage about the program. (NONE TO DATE.)
3. Any supplementary material you believe will interest the Foundation. (PLES REVIEW WWW.INDIANACOG.ORG FOR FOI SUMMIT INFO.)
4. Any photographs of program activities, quotes or anecdotal information that would support the program (For example, a “human interest story” that illustrates the success of the program). Provision of these documents implies that they may be used by the Sigma Delta Chi Foundation for promotional purposes. (TO BE SUBMITTED IN FINAL REPORT.)

5. Copy(ies) of final product if applicable. (SEE CONFERENCE BROCHURE, POSTER, AND WEB SITE SAMPLE.)
**Universal Print Solutions**  
4101 Dandy Trail, Suite G  
Indianapolis, IN 46254  
317 216-9560

---

**Invoice**

No. 10759

Date 1/31/06

Customer P.O. No.

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Taken by: Mike  
Please pay from this invoice.  

Thank you!

Wanted: Tue 1/17  
2006 Freedom of Information Summit Brochure

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### Invoice

**No:** 10761  
**Date:** 1/31/06

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<th>Quantity</th>
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<tr>
<td>500</td>
<td>Posters, 2/0, 11 x 17, on 100# Gloss text</td>
<td>366.00</td>
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**Sales Rep:** Mike Bishop  
**Taken by:** Mike  
**Wanted:** Wed 1/18 Spy Posters  
**Thank you!**

**SUBTOTAL:** 366.00  
**TAX:** 21.96  
**SHIPPING:**  
**TOTAL:** 387.96  
**AMOUNT DUE:** 387.96
**Sigma Delta Chi Foundation**  
**Society of Professional Journalists**  
**3909 North Meridian Street**  
**Indianapolis, IN 46208**

**GRANT REPORT FORM**

<table>
<thead>
<tr>
<th><strong>ORGANIZATION NAME:</strong></th>
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<tr>
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<td><strong>GRANT PERIOD:</strong></td>
<td>August 1, 2005 to July 31, 2006</td>
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<tr>
<td><strong>DATE OF REPORT:</strong></td>
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**CHECK ONE**  
- [ ] **INTERIM REPORT**  
- [ ] **FINAL REPORT**

The Sigma Delta Chi Foundation aims to advance journalism through its grants program. The following questions are intended to measure the impact of SDX Foundation funds through the work performed as a result of this particular grant. Please be as candid, reflective and succinct as possible. The SDX Foundation wants to know about successes, challenges, and difficulties. Please respond to the questions below and return to the Foundation as your completed report.

Mail to:  
Grants Reports  
SDX Foundation  
3909 N. Meridian Street  
Indianapolis, IN 46208

Please address questions to Joyce Dobson, Director of Development at 317-927-8000, extension 213 or via e-mail at jdobson@spj.org

**Certification**

I/we certify that the attached report represents all financial and programmatic activity related to the receipt and use of funds granted by the Sigma Delta Chi Foundation for this grant during FY 2005-06

[Signature]

[Date]  
2-28-06
SIGMA DELTA CHI FOUNDATION
GRANT REPORT FORM

I. Participation: These are census questions that are not relevant to our project.

II. Goals: Referring to your proposal, list the goals and objectives of the grant and tell how they are being met? Please include specific outcomes or progress toward outcomes.

We requested a $30,000 grant for partial funding of the Fifth Edition of our unique 50-state compendium of open government laws, Tapping Officials' Secrets. The compendium was last updated in 2000-2001 and most state laws have been amended since that time, particularly in the area of access to electronically stored information. The SDX Foundation awarded us $15,000.

Past editions of the compendium consisted of 51 separate booklets, one for each state and the District of Columbia, prepared according to a standard outline and annotated by expert attorneys in each state on a pro bono basis. Users could purchase the entire compendium, or individual booklets for each state. More than 12,000 copies of the first two versions of the compendium were sold. Our most recent editions also have been produced in a CD-ROM version and posted on our web site.

To keep pace with changes in technology, the fourth edition emphasized an electronic format easily available on the internet. Rather than stockpiling hundreds of copies of each state's outline in booklet form, we stored the publication electronically and bound it on an as-needed basis for those who want a hard copy of a particular state. Most importantly, we posted the entire publication on our website <www.rcfp.org> in a word-searchable and indexed format. We have discovered that users prefer this format. It also is generally cheaper to distribute the publication in this format.

We are requesting a $30,000 grant for partial funding of the Fifth Edition of our unique 50-state compendium of open government laws, Tapping Officials' Secrets. The compendium was last updated in 2000-2001 and most state laws have been amended since that time, particularly in the area of access to electronically stored information.

More than half of the 1,600 legal defense calls we get annually involve access to government records or meetings. Tapping Officials' Secrets provides accessible, detailed guidance on using the applicable laws in each state. Although the publication is targeted for use by the news media, many members of the public also find it extremely helpful.

Past editions of the compendium consisted of 51 separate booklets, one for each state and the District of Columbia, prepared according to a standard outline and annotated by expert attorneys in each state on a pro bono basis. Users could purchase the entire compendium, or individual booklets for each state. More than 12,000 copies of the first two versions of the compendium were sold. Our most recent editions also have been produced in a CD-ROM version and posted on our web site. We plan to continue this practice.
We sought partial funding for this project from several other foundations, including The Ethics & Excellence in Journalism Foundation, which gave us $10,000. All but five of our 51 cooperating attorneys have turned in their outlines. The editing process is underway. We continue to anticipate that publication will be completed (and distributed) no later than June 2006.

III. Outcomes:

1. Describe how the grant benefitted your organization's internal structure and/or external constituencies.

More than half of the 1,600 legal defense calls we get annually involve access to government records or meetings. Tapping Officials' Secrets provides accessible, detailed guidance on using the applicable laws in each state. Although the publication is targeted for use by the news media, many members of the public also find it extremely helpful.

2. Describe how success is measured (what data are being used, etc.)

We will consider this project successful when it is back from the printer and posted on our web site. We continue to get calls asking for approximate publication dates, so we anticipate the need for the compendium is still out there.

3. Have there been challenges to completing the stated objectives?

As always, our volunteer lawyers need to be prodded and poked. But their outlines are nearly all in. Our biggest challenge was the resignation of FOI Service Center Director Rebecca Daugherty in December 2005. FOI Legal Fellow Corrina Zarek stepped in and has been doing a wonderful job shepherdng the project.

4. Describe the program's strengths and weaknesses.

The strengths are obvious: there are journalists and lawyers in the U.S. who simply could not do their jobs without this compendium. The project’s biggest weakness is its timeliness. We are in the process of discussing implementation of a system that would allow us to update individual states as changes are made in state law, rather than tackled every state on a rigid five-year schedule.

5. Make any additional comments or information.

We plan to rename the completed compendium. “Tapping Officials' Secrets” is not adequately descriptive of the project. We want users to find it easily and immediately on our web site.
Statement of Expenditure of $15,000 Grant from the Sigma Delta Chi Foundation for Tapping Officials' Secrets (5th Edition)

February 28, 2006

Compilation of Text:

Legal Fellow $1,730
Staff Attorney 3,077
Payroll taxes 367
Telephone 250

Production:

Supplies 150

Total Expenditures thru 2/28/06 $5,574

-98-
May 4, 2005

Lucy Dalglish
Executive Director
Reporters' Committee for Freedom of the Press
Suite 1100, 1101 Wilson Blvd.
Arlington, VA 22209-2211

Dear Lucy:

I am pleased to inform you that the board of directors of the Sigma Delta Chi Foundation has conditionally approved your request—Tapping Officials' Secrets—for partial funding in the amount of $15,000 for one year, payable after August 1, 2005.

This action occurred on May 1, 2005, during the board's spring meeting in Indianapolis. All grant funds must be used for the approved purpose or returned to the Sigma Delta Chi Foundation.

The conditions that the board requires are:
- Reporters' Committee for Freedom of the Press will complete and return a midterm (March 1, 2006) and a final (August 1, 2006) report (enclosed) describing the progress of the project. Also required is a financial report detailing how the money has been used.
- Recognize and ensure that marketing and promotion language will include an acknowledgement that funding for the project comes from the Sigma Delta Chi Foundation of the Society of Professional Journalists.

If you agree to these conditions, please sign below and return this letter to me.

Please call me if you have any questions.

Sincerely,

[Signature]
Terence G. Harper
Executive Director

ACCEPTANCE:

In consideration of a $15,000 grant from the Sigma Delta Chi Foundation, Reporters' Committee for Freedom of the Press agrees to the conditions noted above.

[Signature] 5/12/05
Lucy A. Dalglish  Exec. Dir.

[Signature] 5/12/05
Lucy A. Dalglish  Exec. Dir.

-99-
The Campaign for Ethical Journalism represents an historic opportunity for the Society of Professional Journalists to better equip working journalists to report on an increasingly complex world and raise public confidence in the news media, while providing a growth platform for SPJ, which could enable the organization to play an even greater advocacy role on a range of issues going forward.

**Situation Analysis**

Our soft soundings of working journalists, retired journalists, ombudsmen, academics and SPJ Ethics Committee members confirm that SPJ has very high name recognition, which is not always matched by a similar level of awareness about the organization's priorities, activities and accomplishments.

We found a prevailing view among respondents that SPJ's history and size of membership, broad geographic reach and resources should enable the organization to play a much stronger leadership and advocacy role on major issues facing journalism.

The Campaign for Ethical Journalism directly addresses this perception as these major issues either focus on ethics or have profound implications for the ethical practice of journalism, including:

- The intensifying spotlight on ethics as the result of controversies involving Jayson Blair, Armstrong Williams, Jack Kelley, Dan Rather and Judith Miller;

- The blurring of the public's perception of who is a journalist and what is journalism, as a result of blogging, infotainment and political punditry;

- The need for continuing professional education by journalists facing increasing pressures from waves of staff cuts and the need to cover new and different subject matter; the 24-hour news cycle; and the proliferation of instant competition from a mushrooming number of new outlets; and

- Low morale among journalists and a loss of public trust in the profession.

Some perceptions about SPJ issues leadership may result from it not reporting enough on initiatives already underway. The lack of a consistent national spokesperson and presence in Washington, D.C., where many other leading journalist organizations are clustered seem to be factors, as well. Still, the inability of like-minded organizations to establish an uncontested leadership position on ethics-related issues provides an ongoing opportunity for SPJ to assert itself and become recognized by journalists and the public as the preeminent ethics voice within and for the profession of journalism. To do so effectively, SPJ should conduct targeted outreach and not spread itself too thin.
Objectives

- Increase public awareness of the difference between news and opinion, and between carefully edited, professionally reported journalism and haphazard commentary

- Increase appreciation within the profession of how adherence to the SPJ Code of Ethics can bolster individual and institutional reputations for reliability and credibility — and perhaps help assure the very survival of mass media

- Promote better understanding by both press and public that journalists struggle daily with complex ethical issues and that adherence to a Code of Ethics will provide guidance

- Create more role models for young journalists as they develop their own moral codes

Primary Audiences

- Current SPJ members
- Potential SPJ members
- Student journalists
- SPJ chapters
- Ombudspersons
- News organizations
- Media critics/analysts, academics and other influencers
- General public

Key Messages

- A free press is the cornerstone of our liberty; and SPJ helps journalists provide the American people with the information they need to make well-informed decisions regarding their lives, and their local and national communities.

- There is a difference between news and opinion, and between carefully edited, professionally reported journalism and haphazard commentary. Given the rapid growth in information sources available to the public, a professional journalist Code of Ethics is more important today than ever for both news consumers and working journalists.

- SPJ is both the largest national member organization and the strongest advocate for the profession when it comes to a wide range of issues, from ethics to FOIA, to diversity, to professional education and training.

Strategic Approaches

- Develop a strong, consistent, responsive communications program — both internal and external, that discusses ethics issues in the context of a free press, and increases understanding and appreciation for the vital role a free press plays in a democracy, while addressing both achievements and lapses in journalism.
• **Reset the communications agenda** by reframing the ethics debate more broadly than the narrow back-and-forth of sensationalized plagiarism, pay-for-play or coverage controversies, which leave the profession with a series of black eyes, and journalists and news consumers, alike, feeling let down or betrayed.

• **Leverage partnership opportunities** with other journalism organizations and groups to advance common concerns, while creating visibility opportunities for SPJ.

• **Connect locally from Washington, D.C. to Washington state**
  Better engage local chapters, tap and enhance their resources, and use their immediate connections with their members, other local journalists and the public. By identifying, qualifying and informing chapter members, SPJ can activate SPJ and community local opinion leaders on behalf of the campaign and related activities.

NOTE: Several chapter leaders and members expressed their interest in working with SPJ national, but were uncertain how to do so. The Campaign for Ethical Journalism could create relationship-building opportunities by providing needed resources and content for the town hall meetings, ethics trainings or other events those chapters conduct – while giving this national effort stronger local presence.

**Tactics**

Proven tactics and approaches to launch an issue campaign as discussed above include the following:

• **Implement a proactive program of media outreach and rapid response**
  o Build awareness for SPJ by designating a principal media spokesperson, who will be identified with SPJ – not another organization or employer – and will be readily available to give interviews on both breaking and developing news stories of concern.
  o Set up and communicate contact and response protocols for managing media inquiries.
  o Assign an SPJ Ethics Committee member or staff member to track breaking news coverage with an eye for opportunities for SPJ comment.
  o Create a “ticker calendar” and prepare advance talking points and materials to quickly respond to anticipated court decisions that merit SPJ comment.
  o Conduct daily monitoring of media coverage and Internet postings to determine inclusion of other journalist organizations and commentators in coverage, as well as outlets for submission of explanatory ethics-related op-eds and letters-to-the-editor.
  o Identify public-opinion-related issues concern and incorporate related questions into omnibus surveys conducted by national polling firms to keep the issue of journalistic ethics front of mind and develop statistical data that helps frame the ethics campaign.
• Offer expanded ethics resources and training to increase appreciation within the profession of benefits of adherence to the SPJ Code of Ethics
  o Conduct monthly or quarterly SPJ-moderated conference calls by region for a live discussion by members to discuss the types of challenges they are facing and how SPJ can help.
  o Incorporate ethics as the first segment of every SPJ traveling Bloomberg newsroom training program – because ethics touches all other issues.
  o Develop a new Web site that creates SPJ source authority positioning by mining SPJ leadership and membership for information that illustrates its deep knowledge of ethical journalism.
    ▪ Ethics-oriented URL – underscore the importance of the Code through an innovative new ethics site that links to SPJ’s current home page. Currently available addresses include: ethicaljournalism.com (and .org, .net), journalismethics.com (and .org, .net), and ethicaljournalist.com (and .org, .net)
    ▪ Ethics hotline revamp – make SPJ’s hotline more “real time” with expedited response quicker than the current standard of within 24 hours. In many cases, journalists need answers while working on deadline. In an age of immediate communication and information, the hotline should be live and interactively functional.
    ▪ Webcasts/podcasts – offer easily downloadable footage of ethics panel discussions, speaking tours and Bloomberg trainings. Develop an SPJ presence in even the smallest, most remote newsroom with interactive discussion led by SPJ Ethics Committee members. A particular benefit for journalists who cannot attend regional sessions.
    ▪ Blog – create a central “meeting place” for the public and journalists. News consumers will be invited to post opinions and questions on a page run by either a “national” ombudsperson or ethics committee member/chair.
    ▪ Ethics code page – make SPJ the place to go to learn about ethics codes; provide a wide range of available news organization ethics codes with SPJ’s Code serving as the centerpiece and model from which to work. Comparisons of codes can be shown or a timeline of when each news organization adopted a code.
    ▪ Case studies – Create uniform template for case studies; build a broader library of ethics case studies that both offer lessons and can serve teaching tools, include contact links to the journalists who were involved; and related coverage or resources.
    ▪ Supplement existing online ethics materials with an “Ethics Discussion Toolkit” that provides chapters some additional teaching resources they may find helpful to conduct an effective ethics discussion, including: a recent print or broadcast news story on which to focus discussion (in addition to posted case studies); sample discussion questions; additional resources, including SPJ experts versed on the particular issue with whom to confer.
    ▪ Publish a white paper on the state of journalistic ethics today to provide a historical context and put the issue into a larger perspective.
    ▪ Make Code of Ethics available as screen saver and mouse pad.
• Create ongoing external opportunities, including Ethics Week activities to promote better public understanding of the ethical issues that journalists face and how adherence to an ethics code helps drive good journalism
  o Use Ethics Week as a news hook to try to secure an appearance for an SPJ representative on shows such as C-SPAN’s Washington Journal.
  o Take advantage of high-visibility sponsorship opportunities on National Public Radio and local affiliates to raise awareness of SPJ, the Code of Ethics and Ethics week among an audience of news consumers that includes a wide range of opinion leaders, as well as journalists.
  o Work with public officials to secure resolutions of support of Ethics Week and SPJ’s role in promoting the ethical practice of journalism.
  o Organize a network of local SPJ speakers bureaus.
    ▪ Identify appropriate opportunities for local chapter outreach, including professional, civic and business organization venues; and school, library and community center programs.
    ▪ Develop core speech and PowerPoint presentation to be developed for local customization to ensure consistent messaging.
  o Increase student outreach and support.
    ▪ Explore opportunities to work with Newspapers in Education, which already has existing local relationships, delivery channels and encourages teachers to use daily newspapers as resources to make learning come alive every day.
    ▪ Promote a professional journalist mentoring program for high school newspapers with implementation goals set at the chapter level. Start as a pilot program, identify best practices and build. A related possibility would be SPJ workshops for area high school students. Students should come away with a better sense of the profession and be able to explain the First Amendment, Freedom of Expression, Freedom of the Press and Confidential Sources, among other issues. These workshops offer potential for coverage by local TV stations, as well.
    ▪ Create or adapt existing educational materials for classroom use by teachers, to explain how newspapers, news magazines, news broadcasts, news services, as well as their online versions, are constructed and work—and the difference between those sources and blogs.
    ▪ Create an easily accessible resource at SPJ.org for students doing research on ethics and other journalism topics, who have questions, need assistance or want to interview a journalist for a school project.
  o Conduct a “Consider the Source” PSA campaign to teach news consumers how to discern between news and opinion and increases public awareness of the SPJ Code of Ethics.
    ▪ Identify and conduct outreach to a group of well-known individuals trusted by the public, such as former network anchors Walter Cronkite, Tom Brokaw, Roger Mudd, Robert MacNeil and Mike Wallace to serve as authority figures and lend personal credibility to this campaign. The use of multiple spokespersons in this initiative will demonstrate a respected consensus of opinion. Three different spokespersons would provide a good base.
- Develop a series of print and broadcast PSAs to help educate the public on the difference between news and commentary; identify the role SPJ's Code of Ethics plays in supporting ethical reporting of the news and, by extension, a free press, which is a cornerstone of our nation and our liberty.
  - Advise news consumers to "Consider the Source" when they are looking for news and turn to newspapers, TV and radio that subscribe to a Code of Ethics.
- Leverage the "Consider the Source" campaign by conducting advance outreach to trade and mainstream media, as well as outreach around each ad placement.
- Draft and place op-ed columns explaining the campaign.
- Include discussion of the campaign in SPJ speakers bureau outreach.
- Time placement to coincide with key national holidays such as:
  - Presidents Day – identify presidential quotations that recognize the value of a free press; highlight how SPJ's Code contributes to keeping our free press strong.
  - July 4th – salute our independence and underscore the role that SPJ's Code plays in strengthening the free press that keeps us free.
  - Thanksgiving – point out that among the things we are thankful for is the fact that we live in a country with a free and independent press, which is advanced by the SPJ Code.
- Post the PSAs online at the SPJ Web site as an additional resource.
- Make PSAs electronically available as screen savers.
  - Consider new and different forms of external outreach, such as:
    - Creating a presence at state fairs, which typically attract tens of thousands of attendees, as well as media coverage.
    - Approach Turner Classic Movies or the History Channel about a "Journalism as seen through the lens of Hollywood" movie week or film festival.
      - Movies could alternate with panel discussions.
      - Panelists could include movie critics, media critics and journalists from the eras of the films shown.
      - Examine how journalists and a free press are portrayed and how the ethics challenges journalists face in movies compare to real life.
      - This could work as a traveling exhibition for both the general public and student audiences.
- Help define SPJ through Wikipedia, the online encyclopedia. The current SPJ entry is what's called a "stub," an entry that either has not yet received substantial attention from editors or does not yet contain enough information to be considered a real article. In other words, it requires additions to become a full article. Reach out with additional information and suggest a Code of Ethics link to flesh out the SPJ entry.
• Identify avenues to grow meaningful partnerships
  o Reach out to media companies and outlets
    ▪ Newspaper Association of America, National Newspaper Association, National Association of Broadcasters offer opportunities for broad-based outreach, possibly based on existing personal relationships
    ▪ Organizational buy-in for SPJ Code of Ethics or re-energize existing commitment; and pro bono provision of space and time to promote the Code
  o Determine opportunities with academic entities
    ▪ University journalism schools
      ▶ Host newsworthy panel discussions that focus on a recent event of great political or cultural interest (such as Hurricane Katrina, Sago Mine or trial of note); programs could be organized by local SPJ chapters and feature a panel of journalists who covered the story. Use these programs to examine the ethical issues that were raised and the lessons learned from those experiences; develop programs of sufficient quality that merit airing on public TV or radio or C-SPAN.
    ▪ Association for Education in Journalism and Mass Communication (http://jcomm.uoregon.edu/7Eblivins/aejmc_ethics/home.html)
      ▶ Currently headed by Erik Uglund of Marquette University, AEJMC's Media in Ethics Division is composed of more than 300 academics researching and teaching in the area of mass communications ethics. The division is currently drafting its own ethics code and has a pre-convention workshop organized by the taskforce on ethics in August in San Francisco.
  o Increase partnership outreach to other journalist advocacy groups
    ▪ Organize issues-oriented press conferences and other programs with like-minded advocacy organizations such as Freedom Forum and Reporters Committee for Freedom of the Press to advance common concerns and take advantage of the resources that they provide, including venue and other support.
    ▪ Become a regular participant in the wide range of programs at the National Press Club to showcase SPJ and speak to the ethical issues NPC members confront daily.
    ▪ Explore opportunities for cultural exchange programs with other members of The International Freedom of Expression Exchange. Founded in 1992, IFEX is a global network of more than 60 non-governmental organizations that promotes and defends the right to freedom of expression.
  o Explore a partnership with the American Library Association
    ▪ With more than 16,000 public libraries, most of which either belong to ALA or have librarians who belong to ALA, this potentially represents a new area for partnership. A credible venue for SPJ speaking outreach and public programs. Also an opportunity to provide badly needed resources to librarians, who regularly field the call when people don't know whom else to ask.
Timetable

A balanced combination of elements discussed above would constitute a year-long communications program continuously implemented. Program rollout and timing hinges on identification of appropriate program elements and associated budget, Ethics Week outreach and ongoing execution.

Measurement

- Increased share of voice, either compared to current SPJ level or compared to other journalist advocacy groups
- Membership retention and growth
- Growth in donor base or levels

Budget

Based on our research and discussions, we believe that a large portion of the resources needed to launch a national ethics campaign already lies within the structure of the organization, and that there is an opportunity to integrate and strengthen local chapter activity with national initiatives.

With that said, specific budgets for plan elements that will resonate with the public, while promoting a broad ethics agenda that will inspire journalists -- such as the advertising and PSA outreach discussed above -- are difficult to project. After SPJ has had the opportunity to review the wide range of suggested program components and determine which initiatives are most appropriate and the extent to which it wishes to implement those program elements and the internal resources exist that could support them, we will be able to identify associated costs for external support.
COMMENTS REGARDING THE ETHICS CAMPAIGN DRAFT

From Gary Hill, Ethics Committee Co-Chair

I think this plan has many great ideas and do hope that much of it can be implemented. Fleishman-Hillard has pinpointed a number of problems and opportunities for SPJ. I agree with Saltz's concern that we not try to do too much all at once and spread ourselves too thin.

I think the largest opportunity is also the one that has the most structural problems to overcome. How do we go about designating a principal media spokesperson that has a higher presence in Washington D.C.? The inherent tension here is having an organization that features volunteers in the key positions who are busy with other full time jobs. SPJ staff does an excellent job in many areas, but should they become full time spokespersons for the organization? It flies in the face of the organization's history and culture. The issue reappears with another opportunity, that of making the ethics hotline more responsive.

Ethics issues are often much less black and white than FOI. When we are critical in the FOI arena we are usually taking on some form of government. In ethics you are taking on the reputation of fellow journalists and their news organizations. A public statement or bad ethics advice based on bad facts or faulty reasoning could do a great deal of damage to SPJ's reputation rather than helping us. Therefore while we need to be more responsive to both the news cycle and the ethical needs of journalists, we have to be very careful how we go about this and who we select to fill these roles.

These are my initial thoughts. Feel free to share them with whomever you choose. Let me know if I can be of any further assistance.
From Fred Brown, Ethics Committee Co-Chair and SDX Projects Committee Co-Chair

Fleishman-Hillard has given us a very thoughtful and comprehensive plan. The objectives, external and internal, are solidly on target. The key messages are concise and perceptive. Overall, it's a solid base for future growth. I like its recognition of SPJ’s leading role in journalism ethics. Other journalism organizations don’t have the history in that area that SPJ has. We have an opportunity to establish ourselves -- or reinforce our existing position -- as the conscience of journalism.

The ideas show a lot of promise, and some of them are goals we’ve ruminated over for years – such as having a consistent national spokesperson, and a quotable go-to presence in Washington.

But they inevitably raise questions. How do we create a consistent national voice? The president changes annually; the ethics committee chair is subject to change at the president’s prerogative. The executive director has his hands full with administrative duties. Our only consistent presence in Washington is our law firm. We need to talk about this, in the ethics committee and among members of the SPJ and SDX boards.

I’d like to see more emphasis on the inside-the-profession aspect of Ethics Week. Certainly, it's a great opportunity to reach out to a public skeptical of the idea that journalists might have standards. But some journalists also need reminders of how credibility is crucial to the survival of the established media. It bothered me that some chapter leaders were uncertain how to work with SPJ national on ethics; I had thought that ethics week was a major step toward that end.

Listing of ethics case studies on the web is one area that definitely needs attention. We’ve made strides, but much more can be done. I’ll volunteer to work on a standard format for presenting scenarios. The Ethics AdviceLine cases, the situations presented as part of the Bloomberg series, all should be entered quickly and consistently on the web. And it’s a good idea to link from the ethics page to as many other codes of ethics as we can.

The ethics committee is a great network for finding and calling attention to ethical problems. We have to be careful not to be seen as nags or nitpickers. But I think so far we’ve kept a good balance in that area. I’d also endorse working with other groups, including RTNDA, the American Library Association and PRSA that are committed to ethics in communication.

The most ambitious — and expensive — piece of the package is producing PSAs to teach news consumers how to distinguish among news, opinion and undisciplined haranguing. I really like the "Consider the Source" theme. We’ve discussed that before, and I think we should stick with it. It's simple, direct, and it conveys the message that responsible journalism, journalism with standards and ethics, is more reliable and credible than so much of what's available in today’s media immersion tank.

For our next steps, I’d recommend concentrating on two things: Expanding the message of ethics week to incorporate the ideas in this plan. That’s the internal part. For the external piece, which is inevitably more expensive and time-consuming, we need to get to work on crafting a "Consider the Source" PSA campaign.

Fred Brown
From Al Cross, Projects Committee Co-chair

SDX folks: Sorry I did not have time to draft a reply as comprehensive as Fred’s (a bad cold has intervened). I have tried to focus my comments on specific ideas for tactical implementation.

Media outreach and rapid response: This begins with the gathering of information—finding situations that may call for committee consideration and comment by the committee, a national officer or other spokesperson, and doing the preliminary research needed to spur and inform any comments. Such work would be most reliably done by an experienced journalist for whom this is a primary responsibility, so I suggest we consider setting up a fellowship much like those the Reporters Committee uses for freedom-of-information issues. The fellow would not have to be a full-time, temporary employee based at headquarters, like the Reporters Committee has. Technology could allow the fellow to work part-time from almost anywhere. Such a position seems like something the Ethics and Excellence in Journalism Foundation might be interested in funding. The fellow could also act as a front-line media-contact person in the absence of the committee chair or national officers, at least on background, and be in charge of adding and updating content on the new Web site (next section).

Expanded ethics resources: My guess is that accomplishing all the suggestions regarding the Web site would require a half-time person, which could also be grant-funded. I like the idea of incorporating ethics in all training, but not as the first segment of every program. Before exploring possible ethical pitfalls of a subject area, the area itself needs at least some exploration.

External opportunities: The ethics fellow could play a leading role in these efforts, and help prioritize them—not just at the start, but as we go along, by monitoring responses and recommending adjustments. None of the ideas listed here are bad, but they must be prioritized, sequenced and focused. I hope we will keep our focus on the “Consider the Source” campaign, or whatever it might be called. The Ad Council wasn’t interested in another Project Watchdog campaign a few years ago, perhaps because changes in the media landscape had made it more controversial, but might be interested now. After all, they’ve taken on global warming. The alternative is to get donations of time and space from major media companies. This would be much more complicated, but could ultimately be more rewarding, by building partnerships (next section).

Avenue to partnerships: It would help greatly for the ethics fellow to be based in Washington, to cooperate with and learn from top-line journalists and other journalism groups.
APPENDIX ITEMS
SIGMA DELTA CHI FOUNDATION  
BOARD OF DIRECTORS 2005-06 COMMITTEE STRUCTURE

**SDX Executive Committee**  
Chair: Todd Gillman

Members:
- Betsy Ashton  
- Howard Dubin  
- Steve Geimann  
- Todd Gillman  
- Sue Porter  
- David Carlson

**SDX Communications Committee**  
Chair: Steve Geimann

Members:
- Ann Augherton  
- Bruce Cadwallader  
- Steve Geimann  
- Mead Loop  
- Tony Mauro  
- Christine Tatum

**SDX Projects Committee**  
Chair: Fred Brown  
Co-chair: Al Cross

Members:
- Al Cross  
- Fred Brown  
- Bill Ketter  
- Dori Maynard  
- Jane Kirtley  
- Ken Bunting  
- Robert Leger
***FINAL***

SDX Governance/Mission Committee
Chair: Kelly Hawes

Members:
Kelly Hawes
Sue Porter
Mac McKerral

SDX Grants and Awards Committee
Chair: Georgiana Vines
Co-Chair: Mead Loop

Members:
David Carlson
Al Cross
Robert Leger
Hoag Levins
Mead Loop
Georgiana Vines

SDX Finance Committee
Chair: Howard Dubin

Members:
Betsy Ashton
Howard Dubin
Mac McKerral
Todd Gillman

SDX Development Committee
Chair: Betsy Ashton

Members:
Betsy Ashton
Irwin Gratz
Ruth Ann Harmsch
Russell Pulliam
Sigma Delta Chi Foundation
2006 Plan of Work

EXECUTIVE COMMITTEE
Committee Chair: Todd Gillman
Committee Members: Betsy Ashton, Howard Dubin, Steve Geimann, Todd Gillman, Sue Porter, David Carlson

1. Work with SPJ to implement new revenue streams. The topic has been discussed before, but it needs to be addressed with greater resolve.
2. Work with SPJ to identify “signature” SPJ and SDX Foundation programs that should be earmarked for endowment. Create a multiple-year strategic plan for implementation of development campaigns.
3. Hire PR/marketing professional. The need for this staff position was identified by the 2004 POW. The proposal will be discussed at the convention; a full-time position may be created to handle both SPJ and SDX needs. If not, a part-time person will be hired for the SDX Foundation.

COMMUNICATIONS
Committee Chair: Steve Geimann
Committee Members: Ann Augherton, Bruce Cadwallader, Steve Geimann, Mead Loop, Tony Mauro, Christine Tatum

1. Update Web site
2. Prepare annual report
3. Seek ways to maximize the distribution of the Foundation’s annual report.
4. Expand Quill presence
5. Promote the Foundation’s awards programs
6. Develop editorial writing content for Web site. This will be used to spotlight the topic of editorial writing and feature the work of the Foundation’s editorial fellows.
7. Explore syndication of editorial fellows’ work
8. Promote other programs/projects
9. Coordinate with SPJ on communications strategy
10. Keep SDX Foundation handbook current
11. Assist with news releases, promotional materials
12. Identify new ways to promote the SDX Foundation through Internet
PROJECTS
Committee Chair: Fred Brown
Committee Co-Chair: Al Cross
Committee Members: Al Cross, Fred Brown, Bill Ketter, Dori Maynard, Jane Kirtley, Ken Bunting, Robert Leger

1. Research feasibility of database of professional journalists (Howard Dubin’s suggestion)
2. Maintain at least one SPJ board member to the Projects Committee to further the committee’s goal of collaborating with SPJ on signature projects.
3. Assist with and monitor progress of the Ethics Campaign.
4. Assist with and monitor progress of the development of a Speaker’s Bureau.
5. Assist with and monitor progress of the development of a database of contact information for journalists.
6. Continue discussion of a project that would educate the public on how to better access the media (how best to bring questions, complaints or comments to members of the news media).
7. Continue research about a mentoring program for early career journalists.
8. Develop proposals for projects that further SPI and SDX Foundation goals, bringing those proposals before the board at the spring meeting. Those proposals should then be finalized and brought to the board in the fall for final approval of funding/implementation.

GOVERNANCE/MISSION
Committee Chair: Kelly Hawes
Committee Members: Kelly Hawes, Mac McKerral, Sue Porter

1. Prepare bylaws change that reflects the grant proposal policy approved by the board of directors during the Fall 2005 board of directors meeting.
2. Examine organizing documents of the foundation and most recent two years of IRS Form 990 and other legal documents.
3. Track terms of SDX Foundation board members.
4. Solicit candidates for board seats and officer positions as they come open.
5. Review short- and long-term planning for the foundation, including a review of the annual plan of work.
6. Review Relationship Statement between the SDX Foundation and SPJ when necessary.
GRANTS AND AWARDS
Committee Chair: Georgiana Vines
Committee Co-Chair: Mead Loop
Committee Members: David Carlson, Al Cross, Robert Leger, Hoag Levins, Mead Loop, Georgiana Vines

1. Review grant requests and establish funding priorities in collaboration with Finance Committee.
2. Develop standard reporting mechanism for SDX Foundation grant awardees. (Staff will do research looking for some “boilerplate” forms and work with the committee on this item.)

FINANCE
Committee Chair: Howard Dubin
Committee Members: Betsy Ashton, Howard Dubin, Mac McKerral, Todd Gillman

1. Establish funding philosophy and/or allocation of resources (per Courier Report)
2. Oversee SDX Foundation request to SPJ for examination and implementation of new revenue streams.

DEVELOPMENT
Committee Chair: Betsy Ashton
Committee Members: Betsy Ashton, Irwin Gratz, Ruth Ann Harnisch, Russell Pulliam

1. Create and facilitate short-term and long-range development plans
2. Encourage board commitment to Foundation giving
3. Examine and report on the feasibility of an annual development event honoring a newsmaker who has achieved greatness in journalism.
4. Advise/assist with annual report
5. Annual fund
6. Planned giving
7. Marketing pieces with invoices
8. Stretch goals: (possibly: endow Scripps Leadership Training program; professional development programming; SPJ annual convention; signature programs identified by Projects Committee and approved by the board for this)
9. Work with Communications Committee on greater presence in Quill and elsewhere
## SDX Grant History from April 2000

<table>
<thead>
<tr>
<th>Requesting Org.</th>
<th>Project</th>
<th>Amount</th>
<th>Y/N</th>
<th>Meeting Minutes</th>
</tr>
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<tbody>
<tr>
<td>SPJ LDF</td>
<td>Publicity Campaign</td>
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<td>SDX 04/00</td>
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<tr>
<td>Student Press Law Center</td>
<td>Campus Crime Handbook</td>
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<td>Manual on handling crisis situations in schools</td>
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<td>Reporters' Committee</td>
<td>Tapping Officials’ Secrets, 4th Ed.</td>
<td>$25,000 (FOI Fund)</td>
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<td>Larry Muhammad</td>
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<td>Howard S. Stewart</td>
<td>Book on Connecticut prisoners</td>
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<td>Louisiana State University</td>
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<td>NFOIC/Project Sunshine Conferences</td>
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<td>Les Brownlee Journalism Series</td>
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<td>Open Doors reprint</td>
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<td>How to Use the Fed. FOI Act, 9th edition</td>
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<td>Calif. First Amendment Project</td>
<td>Update and distribute FOI pocket guides</td>
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<td>SDX (Kirtley)</td>
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<td>National Convention, Ethics Hotline, MOE Awards, Ethics Week, Regional Conferences, Diversity Outreach</td>
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<td>NCEW Foundation</td>
<td>Minority Writers Seminar</td>
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<td>Y</td>
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<td>Job Fair</td>
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<td>Annual Report</td>
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<td>Endowment of Minority Writers Seminars</td>
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<td>University of Georgia</td>
<td>Annual Surveys Sponsorship</td>
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<td>SPJ Requests</td>
<td>2005 Convention, Educational Staff Salary, MOE Staff Salary, 2006 regional conferences ed. Pgms, narrative writing workshops, SDX DVD-ROM project, Ethics Committee for Ethics Week, FOI Committee for Prison Access</td>
<td>$182,524</td>
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<td>Textbook of contemporary First Amendment cases</td>
<td>Request for $9,000 request; Granted $3,000</td>
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<td>Univ. of Georgia Foundation</td>
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<td>Y</td>
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<td>ICOG</td>
<td>Organizational development and 2006 NFOIC conference</td>
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<td>Youth Communication</td>
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<td>Alfred Friendly Press Fellowships</td>
<td>International Fellowship in Investigative Reporting</td>
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## Sigma Delta Chi Foundation Board Member Terms

**Last Updated: 10/05**

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<th>OFFICERS</th>
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<th>Expires</th>
<th>NOTES:</th>
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<td>10/16/2005</td>
<td>10/31/2008</td>
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<tr>
<td>Vice President</td>
<td>10/16/2005</td>
<td>10/31/2008</td>
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<tr>
<td>Secretary</td>
<td>9/10/2004</td>
<td>10/31/2007</td>
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<td>Ken Bunting</td>
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<td>10/31/2007</td>
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<td>Al Cross</td>
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<td>Howard Dubin</td>
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<td>Ruth Ann Leach Herrisch</td>
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<td>Tony Mauro</td>
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<td>Matt Winkler</td>
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**Group A**

**Group B**

**Group C**

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Highlighted indicates term expires in 2006

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2003 and 2004 notes indicate 2005 expiration

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SIGMA DELTA CHI FOUNDATION
GRANT REQUEST

FOR CONSIDERATION APRIL 23, 2006

APPLICANT: National Freedom of Information Coalition
APPLICATION DATE: 2/15/2006
PROJECT: NFOIC 2007 Annual Conference
AMOUNT OF REQUEST: $10,000
FUND DESIGNATED/RECOMMENDED: FOI
PREVIOUS GRANTS TO APPLICANT: 2005: $5,000 for 2006 conference
                                      2005: $5,000 for 2005 conference
                                      2003: $10,000 for 2004 conference
                                      2002: $12,500 for 2002 conferences in Orlando and Nashville
                                      2000: $25,000 for state FOI group startups

COMMITTEE RECOMMENDATION: 

NOTES:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
January 27, 2006

Development Director
Sigma Delta Chi Foundation
3909 N. Meridian St.
Indianapolis, IN 46208

To Whom It May Concern:

With the help of the Sigma Delta Chi Foundation, the National Freedom Of Information Coalition has continued its efforts to establish new state FOI groups and to improve the effectiveness of present groups fighting for greater access to public information.

Success continues to be achieved as measured by an increase in the number of state FOI organizations, innovative projects throughout the country and by more access education of citizens, journalists, attorneys and public officials. But, the job is not done.

The NFOIC and SPJ’s Project Sunshine is asking the Sigma Delta Chi Foundation for a grant of $10,000 to help underwrite our national conference in Indianapolis. The conference will be a joint project between SPJ’s Project Sunshine, the NFOIC and the Washington Coalition for Open Government with support from the Associated Press and other groups. It will help us with our continued goal of an active and effective FOI organization in every state. Specifically, this grant would allow us to target individuals in states with no existing FOI coalition presence by offering travel expenses, much as we long have done with state sunshine chairs.

Thank you for considering this request. We believe we have demonstrated our ability to administer and monitor grants in an effective and responsible way in order that you can be assured that your investment in us is a good one.

We would be pleased to answer any questions concerning the NFOIC and its activities.

Sincerely,

[Signature]

Charles N. Davis
Executive Director
National Freedom of Information Coalition
Sigma Delta Chi Foundation
Grant Application:

NATIONAL FOI COALITION/
PROJECT SUNSHINE
2007 CONFERENCE

APPLICANTS:
National Freedom of Information Coalition/SPJ Freedom of Information Committee ("Project Sunshine")

CONTACT:
Charles Davis, SPJ FOI Committee Co-chair
Executive Director, NFOIC, 808 S. Greenwood, Columbia, MO 65203
Phone: 573.882.5736  email: daviscn@missouri.edu

SUMMARY:
The National Freedom of Information Coalition and the Freedom of Information Committee ("Project Sunshine") is requesting a grant of $10,000 to support travel costs and conference programming for NFOIC's annual meeting in Seattle in Spring 2007.

This grant will be used to help underwrite a national conference, specifically by allowing us to invite FOI leaders from states without existent FOI coalitions. The conference will be a joint project between SPJ's Project Sunshine and the National Freedom of Information Coalition (NFOIC) hosted by the Washington Coalition for Open Government (WCOG).

SPJ and the Sigma Delta Chi Foundation will be credited as underwriters of the conference.

The principal objective of the conference is to train and encourage state Sunshine chairs and others to facilitate and/or organize citizen and press open government coalitions in states that do not presently have them, and to re-energize and strengthen states that do. Sunshine chairs and other representatives will be able to learn from direct training by panels of advocates from states with successful coalitions and by networking with others.

Attention will also be given to finding ways for journalists to go beyond "preaching to the choir" by involving non-journalistic groups, including "good
government" organizations and the legal community, in open government issues. Another objective will be to explore ways to raise awareness of FOI issues among grassroots community groups that can change the political equation in many situations.

NFOIC has identified 10 states that do not have state open government groups affiliated with NFOIC. Charles Davis will contact SPJ chapter leaders and Sunshine chairs in those states and will work with NFOIC leaders to find other contacts. Charles will make a special effort to encourage SPJ Sunshine Chairs to attend the conference, as has been the practice for several years now.

THE CONFERENCE SPONSORS:

The National Freedom of Information Coalition was created as a 501c3 organization in 1992 as a loose affiliation of member state organizations. It joins First Amendment and open government organizations from individual states in a self-alliance as they seek to protect the public's right to know through education of media professionals, attorneys, academics, students and the general public.

Project Sunshine was established by SPJ in 1990 with a grant from the SDX Foundation. It was designed to strengthen the society's state FOI efforts at the state level.

GRANT MANAGEMENT:

Funds will be administered by NFOIC under the supervision of Charles Davis and the NFOIC board. The conference will help both organizations to strengthen FOI efforts at the state level, particularly where no such coordinating agency exists.

NEEDS ASSESSMENT:

The NFOIC reports that 10 states still lack open government coalitions. The NFOIC's goal is to help start coalitions in all 50 states and ensure that existing coalitions have all the resources and assistance they need to further their missions.

OBJECTIVES:

The conference will provide direct "nuts and bolts" training to effect coalitions in target states, allow FOI activists in targeted and other states to learn practical approaches to building such teams through networking and mentoring. In so doing we hope to strengthen the FOI apparatus in each state, thus fulfilling NFOIC's goal of broad-based coalitions in each state and continuing the SPJ's 50-state Project Sunshine network.
METHODOLOGY:

Through programs at the joint NFOIC/Project Sunshine conference, we hope to see First Amendment and access projects in the targeted states and others. This will have the added effect of strengthening the Project Sunshine network. State Sunshine chairs will be eligible for travel grants financed by this SDX grant. Special attention will be given to representatives from the target states. Programs will be planned by SPJ and NFOIC leaders to accomplish the goal set forth here.

EVALUATION:

Activities of attendees will be monitored between 2007 and future conferences with follow-up training planned specifically to deal with whatever efforts are undertaken. For groups that were formed as a result of previous conferences, the 2007 training will deal with how to make local efforts stronger.

CONTINUITY:

The NFOIC will provide project grants to groups once started. The Project Sunshine Network is maintained by SPJ’s FOI Committee through its co-chairs.

MARKETING AND PROMOTION:

The NFOIC will market the conference to all SPJ members in the west/Midwest regions as well as to members of IRE and NMFOG in addition to its own members. The conference will be posted on the NFOIC’s website and posted to the FOI-L list serv. Typically, SPJ donates ad space in the Quill as well.

All of the marketing material would be referenced as the NFOIC and SPJ’s Project Sunshine Annual Conference with SDX listed as a significant contributor. The following language would be used when appropriate: “Funding provided by the Sigma Delta Chi Foundation, a tax-exempt, 501(c)(3) public foundation organized for the purpose of supporting the educational programs of the Society of Professional Journalists and to serve the professional needs of journalists and students pursuing careers in journalism – www.spj.org.”

BUDGET: PROJECT SUNSHINE/NFOIC GRANT BUDGET

<table>
<thead>
<tr>
<th>Total Anticipated Income:</th>
<th>$30,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 10,000 – Sigma Delta Chi Foundation</td>
<td></td>
</tr>
<tr>
<td>$ 5,000 – The Associated Press</td>
<td></td>
</tr>
<tr>
<td>$ 10,000 – NFOIC</td>
<td></td>
</tr>
<tr>
<td>$ 5,000 – Local, Civic &amp; Media Organizations</td>
<td></td>
</tr>
</tbody>
</table>

Total Anticipated Expenses: $30,000
$10,000 — Hotel, Meals, AV, etc.
$ 5,500 — Brochure Printing & Mailing
$ 5,000 — SPJ Sunshine Chair Travel Grants
$ 5,000 — NFOIC Knight Travel Grants
$ 3,000 — Speaker Travel Costs
$ 1,500 — Staff Travel Costs
Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.
## Return of Organization Exempt from Income Tax

**Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)**

The organization may have to use a copy of this return to satisfy state reporting requirements.

**2004**

**A. For the 2004 calendar year, or tax year beginning 7/01, 2004, and ending 6/30, 2005**

**B. Check if applicable:**
- Address change
- Name change
- Initial return
- Final return
- Amended return
- Application pending
- Other (specify) □

- Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

**G. Web site:** [WWW.NFOIC.ORG](http://WWW.NFOIC.ORG)

**J. Organization type (check only one):**
- [X] 501(c)(3)
- [ ] 501(c)(4)
- [ ] 501(c)(5)
- [ ] 501(c)(6)
- [ ] 4947(a)(1)

**K. Check here □ if the organization's gross receipts are normally not more than $25,000. The organization need not file a return with the IRS, but if the organization received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.**

**L. Gross receipts: Add lines 8b, 8d, 10b to line 12 □ 59,141**

### Revenue, Expenses, and Changes In Net Assets or Fund Balances

<table>
<thead>
<tr>
<th>Item</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a. Contributions, gifts, grants, and similar amounts received</td>
<td>51,991</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1b. Indirect public support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1c. Government contributions (grants)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1d. Total (add lines 1a, 1b, 1c)</td>
<td>51,991</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Program service revenue including government fees and contracts (from Part VII, line 53)</td>
<td>6,299</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Membership dues and assessments</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. Interest on savings and temporary cash investments</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5. Dividends and interest from securities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6a. Gross rents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6b. Less: rental expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6c. Net rental income or (loss) (subtract line 6b from line 6a)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Other investment income (describe □)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>8a. Gross amount from sales of assets other than inventory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8b. Less: cost of goods sold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8c. Gross profit or (loss) from sales of inventory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9a. Gross revenue (not including contributions reported on line 1a)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9b. Less: direct expenses other than fundraising expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9c. Gross income (or loss) from special events (subtract line 9b from line 9a)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10a. Gross sales of inventory, less returns and allowances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10b. Less: cost of goods sold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10c. Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10a from line 10a)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Other revenue (from Part VII, line 102)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Total revenue (add lines 1a, 2, 3, 4, 5, 6, 7, 8d, 9c, 10c, and 11)</td>
<td>59,141</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Program services (from line 44, column (B))</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Management and general (from line 44, column (C))</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Fundraising (from line 44, column (D))</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. Payments to affiliates (attach schedule)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Total expenses (add lines 16 and 44, column (B))</td>
<td>41,340</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Excess or Deficit

<table>
<thead>
<tr>
<th>Item</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>18. Excess or (deficit) for the year (subtract line 17 from line 12)</td>
<td>17,801</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. Net assets or fund balances at beginning of year (from line 73, column (A))</td>
<td>60,523</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Other changes in net assets or fund balances (attach explanation)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. Net assets or fund balances at end of year (combine lines 18, 19, and 20)</td>
<td>78,324</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BAA. For Privacy Act and Paperwork Reduction Act Notice, see the separate instructions.**
### Balance Sheets (See Instructions)

<table>
<thead>
<tr>
<th>Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(A)</strong> Beginning of year</td>
</tr>
<tr>
<td><strong>45 Cash – non-interest-bearing</strong></td>
</tr>
<tr>
<td><strong>46 Savings and temporary cash investments</strong></td>
</tr>
<tr>
<td><strong>47a Accounts receivable</strong></td>
</tr>
<tr>
<td><strong>b Less: allowance for doubtful accounts</strong></td>
</tr>
<tr>
<td><strong>48a Accounts receivable</strong></td>
</tr>
<tr>
<td><strong>b Less: allowance for doubtful accounts</strong></td>
</tr>
<tr>
<td><strong>49 Grants receivable</strong></td>
</tr>
<tr>
<td><strong>50 Receivables from officers, directors, trustees, and key employees (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>51a Other notes &amp; loans receivable (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>b Less: allowance for doubtful accounts</strong></td>
</tr>
<tr>
<td><strong>52 Inventories for sale or use</strong></td>
</tr>
<tr>
<td><strong>53 Prepaid expenses and deferred charges</strong></td>
</tr>
<tr>
<td><strong>54 Investments – securities (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>55a Investments – land, buildings, &amp; equipment: basis</strong></td>
</tr>
<tr>
<td><strong>b Less: accumulated depreciation (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>56 Investments – other (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>57a Land, buildings, and equipment: basis</strong></td>
</tr>
<tr>
<td><strong>b Less: accumulated depreciation (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>58 Other assets (describe ▶)</strong></td>
</tr>
<tr>
<td><strong>59 Total assets (add lines 45 through 58) (must equal line 74)</strong></td>
</tr>
<tr>
<td><strong>60 Accounts payable and accrued expenses</strong></td>
</tr>
<tr>
<td><strong>61 Grants payable</strong></td>
</tr>
<tr>
<td><strong>62 Deferred revenue</strong></td>
</tr>
<tr>
<td><strong>63 Loans from officers, directors, trustees, and key employees (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>64a Tax-exempt bond liabilities (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>b Mortgages and other notes payable (attach schedule)</strong></td>
</tr>
<tr>
<td><strong>65 Other liabilities (describe ▶)</strong></td>
</tr>
<tr>
<td><strong>66 Total liabilities (add lines 60 through 65)</strong></td>
</tr>
</tbody>
</table>

**Organizations that follow SFAS 117, check here ▶ and complete lines 67 through 69 and lines 73 and 74.**

| **67 Unrestricted** | 50,159 | 67 | 58,169 |
| **68 Temporarily restricted** | 10,364 | 68 | 19,155 |
| **69 Permanently restricted** | 69 | 69 |

**Organizations that do not follow SFAS 117, check here ▶ and complete lines 70 through 74.**

| **70 Capital stock, trust principal, or current funds** | 70 | 70 |
| **71 Paid-in or capital surplus, or land, building, and equipment fund** | 71 | 71 |
| **72 Retained earnings, endowment, accumulated income, or other funds** | 72 | 72 |
| **73 Total net assets or fund balances (add lines 67 through 69 or lines 70 through 72; column (A) must equal line 19; column (B) must equal line 21)** | 60,523 | 73 | 78,324 |
| **74 Total liabilities and net assets/fund balances (add lines 66 and 73)** | 60,523 | 74 | 78,324 |

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

BAA
NATIONAL FREDOM OF INFORMATION

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

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If yes, indicate the value of the Massachusetts Gift Income in $[ ]

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If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]

Did the organization make any contributions of $1,000 or more during the year covered in this return? [ ] Yes [ ] No

If yes, indicate the value of the Massachusetts Gift Income in $[ ]
**Part A**

**Compensation of the Five Highest Paid Employees Other Than Officers, Directors, and Trustees**

(See instructions. List each one. If there are none, enter "None").

<table>
<thead>
<tr>
<th>(a) Name and address of each employee paid more than $50,000</th>
<th>(b) Title and average hours per week devoted to position</th>
<th>(c) Compensation</th>
<th>(d) Contributions to employee benefit plans and deferred compensation</th>
<th>(e) Expense account and other allowances</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td></td>
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</tr>
</tbody>
</table>

Total number of other employees paid over $50,000: **0**

**Part B**

**Compensation of the Five Highest Paid Independent Contractors for Professional Services**

(See instructions. List each one whether individuals or firms. If there are none, enter "None").

<table>
<thead>
<tr>
<th>(a) Name and address of each independent contractor paid more than $50,000</th>
<th>(b) Type of service</th>
<th>(c) Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE</td>
<td></td>
<td></td>
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<tr>
<td></td>
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</tr>
</tbody>
</table>

Total number of others receiving over $50,000 for professional services: **0**

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BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990 and Form 990-EZ.
### Part IV-A Support Schedule

**Note:** You may use the worksheet in the instructions for converting from the accrual to the cash method of accounting.

<table>
<thead>
<tr>
<th>Calendar year (or fiscal year beginning in)</th>
<th>(a) 2005</th>
<th>(b) 2004</th>
<th>(c) 2003</th>
<th>(d) 2002</th>
<th>(e) Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Gifts, grants, and contributions received (Do not include unusual grants. See line 28).</td>
<td>30,150</td>
<td>56,563</td>
<td>114,075</td>
<td>86,437</td>
<td>287,225</td>
</tr>
<tr>
<td>16 Membership fees received</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 Gross receipts from admissions, merchandise sold or services performed, or furnishing of facilities in any activity that is related to the organization's charitable, etc., purposes.</td>
<td>7,272</td>
<td>7,384</td>
<td>7,751</td>
<td>8,774</td>
<td>31,181</td>
</tr>
<tr>
<td>18 Gross income from interest, dividends, amounts received from payments on securities loans (section 512(a)(5)), rents, royalties, and unrelated business taxable income (less section 511 taxes) from business activity acquired by the organization after June 30, 1979</td>
<td>537</td>
<td>956</td>
<td>1,958</td>
<td>3,344</td>
<td>6,795</td>
</tr>
<tr>
<td>19 Net income from unrelated business activities not included in line 18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 The value of services or facilities furnished to the organization by a governmental unit without charge. Do not include the value of services or facilities generally furnished to the public without charge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Other income. Attach a schedule. Do not include gain or (loss) from sale of capital assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 Total of lines 15 through 22</td>
<td>37,959</td>
<td>64,903</td>
<td>123,784</td>
<td>98,555</td>
<td>325,201</td>
</tr>
<tr>
<td>24 Line 22 minus line 17</td>
<td>30,687</td>
<td>57,519</td>
<td>116,033</td>
<td>89,761</td>
<td>294,020</td>
</tr>
<tr>
<td>25 Enter 1% of line 23</td>
<td>380</td>
<td>649</td>
<td>1,238</td>
<td>2,386</td>
<td>6,030</td>
</tr>
<tr>
<td>26 Organizations described on lines 10 or 11: a Enter 2% of amount in column (e), line 24.</td>
<td>5,880</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b Prepare a list for your records showing the amount of and amount contributed by each person (other than a governmental unit or publicly supported organization) whose total gifts in 2003 through 2006 exceeded the amount shown in line 26. Do not file this list with your return. Enter the total of all these excess amounts.</td>
<td>135,650</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c Total support for section 509(a)(1) test: Enter line 24, column (e).</td>
<td>294,020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d Add: Amounts from column (e) for lines:</td>
<td>18</td>
<td>6,795</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e Public support (line 26c minus line 26d total).</td>
<td>151,575</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f Public support percentage (line 26c (numerator) divided by line 26c (denominator)).</td>
<td>51.55%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g Investment income percentage (line 18, column (e)) divided by line 27f (denominator).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Unusual Grants: For an organization described in line 10, 11, or 12 that received any unusual grants during 2003 through 2006, prepare a list for your records showing, for each year, the name of the contributor, the date and amount of the grant, and a brief description of the nature of the grant. Do not file this list with your return. Do not include these grants in line 15.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Limits on Lobbying Expenditures

(The term 'expenditures' means amounts paid or incurred.)

<table>
<thead>
<tr>
<th></th>
<th>(a) Affiliated group totals</th>
<th>(b) To be completed for all lobbying organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>Total lobbying expenditures to influence public opinion (grassroots lobbying)</td>
<td>36</td>
</tr>
<tr>
<td>37</td>
<td>Total lobbying expenditures to influence a legislative body (direct lobbying)</td>
<td>37</td>
</tr>
<tr>
<td>38</td>
<td>Total lobbying expenditures (add lines 36 and 37)</td>
<td>38</td>
</tr>
<tr>
<td>39</td>
<td>Other exempt purpose expenditures</td>
<td>39</td>
</tr>
<tr>
<td>40</td>
<td>Total exempt purpose expenditures (add lines 38 and 39)</td>
<td>40</td>
</tr>
<tr>
<td>41</td>
<td>Lobbying nontaxable amount. Enter the amount from the following table —</td>
<td></td>
</tr>
<tr>
<td>If the amount on line 40 is —</td>
<td>The lobbying nontaxable amount is —</td>
<td></td>
</tr>
<tr>
<td>Not over $500,000</td>
<td>20% of the amount on line 40</td>
<td></td>
</tr>
<tr>
<td>Over $500,000 and not over $1,000,000</td>
<td>$100,000 plus 15% of the excess over $500,000</td>
<td></td>
</tr>
<tr>
<td>Over $1,000,000 and not over $5,000,000</td>
<td>$150,000 plus 10% of the excess over $1,000,000</td>
<td></td>
</tr>
<tr>
<td>Over $5,000,000 and not over $17,000,000</td>
<td>$250,000 plus 5% of the excess over $5,000,000</td>
<td></td>
</tr>
<tr>
<td>Over $17,000,000</td>
<td>$1,000,000</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Grassroots nontaxable amount (enter 25% of line 41)</td>
<td>42</td>
</tr>
<tr>
<td>43</td>
<td>Subtract line 42 from line 36. Enter — if line 42 is more than line 36</td>
<td>43</td>
</tr>
<tr>
<td>44</td>
<td>Subtract line 41 from line 38. Enter — if line 41 is more than line 38</td>
<td>44</td>
</tr>
</tbody>
</table>

**Caution:** If there is an amount on either line 43 or line 44, you must file Form 4720.

### 4-Year Averaging Period Under Section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 45 through 50.)

<table>
<thead>
<tr>
<th>Calendar year (or fiscal year beginning in)</th>
<th>(a) 2004</th>
<th>(b) 2003</th>
<th>(c) 2002</th>
<th>(d) 2001</th>
<th>(e) Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>Lobbying nontaxable amount</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Lobbying ceiling amount (15% of line 45(e))</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Total lobbying expenditures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Grassroots nontaxable amount</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Grassroots ceiling amount (15% of line 48(e))</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Grassroots lobbying expenditures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Part VI-B Lobbying Activity by Nonelecting Public Charities

(For reporting only by organizations that did not complete Part VI-A) (See instructions.)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Volunteer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b Paid staff or management (include compensation in expenses reported on lines c through h)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c Media advertisements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d Mailings to members, legislators, or the public</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e Publications, or published or broadcast statements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f Grants to other organizations for lobbying purposes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g Direct contact with legislators, their staffs, government officials, or a legislative body</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i Total lobbying expenditures (add lines c through h)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If 'Yes' to any of the above, also attach a statement giving a detailed description of the lobbying activities.
### Schedule of Contributors
#### Supplementary Information for line 1 of Form 990, 990-EZ and 990-PF (see instructions)

<table>
<thead>
<tr>
<th>Name of organization</th>
<th>NATIONAL FREEDOM OF INFORMATION COALITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer identification number</td>
<td>75-2508526</td>
</tr>
</tbody>
</table>

#### Organization type (check one):
- **Forms 990 or 990-EZ**
  - [x] Section 501(c)(3) organization
  - 501(c)(3) nonexempt charitable trust not treated as a private foundation
  - 527 political organization

- **Form 990-PF**
  - 501(c)(3) exempt private foundation
  - 501(c)(4) nonexempt charitable trust treated as a private foundation
  - 501(c)(3) taxable private foundation

---

**General Rule**
- [ ] For organizations filing Form 990, 990-EZ, or 990-PF that received, during the year, $5,000 or more (in money or property) from any one contributor. (Complete Parts I and II.)

**Special Rules**
- [x] For a section 501(c)(3) organization filing Form 990, or Form 990-EZ, that met the 33 1/3% support test of the regulations under sections 509(a)(1) and (b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of $5,000 or 2% of the amount on line 1 of these forms. (Complete Parts I and II.)

- [ ] For a section 501(c)(3), (4), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, aggregate contributions or bequests of more than $1,000 for use exclusively for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. (Complete Parts I, II, and III.)

- [ ] For a section 501(c)(7), (8), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, some contributions for use exclusively for religious, charitable, etc., purposes, but these contributions did not aggregate to more than $1,000. (If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the Parts unless the General Rule applies to this organization because it received nonexclusively religious, charitable, etc., contributions of $5,000 or more during the year.)

---

Caution: Organizations that are not covered by the General Rule and/or the Special Rules do not file Schedule B (Form 990, 990-EZ, or 990-PF) but they must check the box in the heading of their Form 990, Form 990-EZ, or on line 2 of their Form 990-PF, to certify that they do not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

---

**BAA** For Paperwork Reduction Act Notice, see the instructions for Form 990, Form 990-EZ, and Form 990-PF.
## Noncash Property

(See Specific Instructions.)

<table>
<thead>
<tr>
<th>(a) No. from Part I</th>
<th>Description of noncash property given</th>
<th>(c) FMV (or estimate) (see instructions)</th>
<th>(d) Date received</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**STATEMENT 1**  
**FORM 990, PART III**  
**ORGANIZATION'S PRIMARY EXEMPT PURPOSE**

TO EDUCATE ABOUT FREEDOM OF INFORMATION ISSUES AND TO HELP SUPPORT INDIVIDUAL STATE FOI ORGANIZATIONS.

---

**STATEMENT 2**  
**FORM 990, PART III, LINE A**  
**STATEMENT OF PROGRAM SERVICE ACCOMPLISHMENTS**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>GRANTS AND SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROJECT FUNDING REQUESTS - THESE REQUESTS COME FROM STATE GROUPS WHO ARE LOOKING TO FUND A PROJECT. EACH STATE GROUP WHO IS A MEMBER OF THE NATIONAL FOI COALITION CAN SUBMIT A PROJECT FUNDING REQUEST. THE NFOIC HAS FUNDED PROJECTS SUCH AS PUBLICATIONS, VIDEOS, SEMINARS, LEGAL FUNDS, CURRICULUM, START-UP FEES, HOT LINES, ETC.</td>
<td>8,331</td>
</tr>
<tr>
<td>ANNUAL NFOIC CONFERENCE - THE CONFERENCE BRINGS TOGETHER STATE FOI GROUP REPRESENTATIVES, ACADEMICS, MEDIA PROFESSIONALS, ATTORNEYS AND INTERESTED CITIZENS TO DISCUSS CURRENT FREEDOM OF INFORMATION ISSUES. PANEL DISCUSSIONS ARE HELD AND PROMINENT SCHOLARS ARE INVITED TO SPEAK IN ORDER TO INCREASE PUBLIC AWARENESS AND SHARE EXPERIENCES FROM STATE TO STATE. APPROXIMATELY 50-60 PEOPLE ATTEND ANNUALLY. IT ALSO SERVES AS THE ANNUAL BUSINESS MEETING FOR NFOIC MEMBERS.</td>
<td>30,915</td>
</tr>
</tbody>
</table>

$ 0 $ 39,246

---

**STATEMENT 3**  
**FORM 990, PART V**  
**LIST OF OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES**

<table>
<thead>
<tr>
<th>NAME AND ADDRESS</th>
<th>TITLE AND AVERAGE HOURS DEVOTED</th>
<th>COMPENSATION</th>
<th>CONTRIBUTION TO ERF &amp; DC</th>
<th>EXPENSE ACCOUNT/OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>FROSTY LANDON</td>
<td>DIRECTOR</td>
<td>$ 0</td>
<td>$ 0.36</td>
<td>0</td>
</tr>
<tr>
<td>P.O. BOX 3094</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROANOKE, VA 24015</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LUCY DALGLISH</td>
<td>DIRECTOR</td>
<td>0.</td>
<td>0.</td>
<td>0</td>
</tr>
<tr>
<td>1101 WILSON BLVD., STE. 1100</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARLINGTON, VA 22209</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAL LEARY</td>
<td>DIRECTOR</td>
<td>0</td>
<td>0.</td>
<td>0</td>
</tr>
<tr>
<td>17 PIKE STREET</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUSTA, ME 04330</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SCHEDULE A, PAGE 2, PART III—QUALIFICATIONS TO RECEIVE GRANTS

1. EACH ORGANIZATION MUST BE A DUES PAYING MEMBER OF THE NATIONAL FREEDOM OF INFORMATION COALITION. A MEMBER IS A STATE GROUP OR UNIVERSITY WHOSE MAIN GOALS ARE TO EDUCATE CITIZENS ABOUT THE FIRST AMENDMENT AND TO FURTHER THE IDEA OF FREEDOM OF INFORMATION IN THEIR STATE AND/OR FEDERALLY.

2. EACH ORGANIZATION MUST HAVE A 501(C)(3) TAX EXEMPT STATUS.

3. EACH ORGANIZATION MUST COMPLETE AND SEND IN THE FOLLOWING BY THE SPECIFIED DATE:
   ONE PAGE COVER LETTER
   PROJECT FUNDING APPLICATION AND ATTACHMENTS COMPLETED IN FULL PLUS
   NINE COPIES
   ANY BROCHURES ABOUT THE ORGANIZATION
   MOST RECENT LETTERS FROM THE IRS ESTABLISHING/SETTING OUT THE ORGANIZATION'S TAX EXEMPT STATUS
   MOST RECENT FINANCIAL STATEMENTS

4. PROJECTS ARE EVALUATED UPON THEIR CREATIVITY, EFFECTIVENESS, FUTURE SELF-SUFFICIENCY AND LONG-TERM VIABILITY.

5. PREFERENCE WILL BE GIVEN TO PROJECTS WHICH SERVE TO EDUCATE SPECIFIC GROUPS OR THE GENERAL POPULATION ABOUT THE FIRST AMENDMENT AND ITS IMPORTANCE TO MAINTAINING DELIBERATIVE DEMOCRACY AND/OR WHICH HAVE THE POTENTIAL TO FURTHER OPEN GOVERNMENT AND CITIZENS' RIGHTS OF ACCESS.
SIGMA DELTA CHI FOUNDATION
GRANT REQUEST

FOR CONSIDERATION APRIL 23, 2006

APPLICANT: Coalition of Journalists for Open Government
APPLICATION DATE: 2/15/2006
PROJECT: Endowment Challenge Grant
AMOUNT OF REQUEST: $20,000
FUND DESIGNATED/RECOMMENDED: FOI
PREVIOUS GRANTS TO APPLICANT: None
COMMITTEE RECOMMENDATION: 

NOTES:

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Terry Harper
Sigma Delta Chi Foundation
3909 N. Meridian St.
Indianapolis, IN 46208

In the spring of 2003, representatives of a dozen journalism organizations, including the Society of Professional Journalists, and others concerned about growing secrecy in the federal government met in Washington to discuss ways in which they might work more closely on open government issues and strengthen their collective voice in trying to preserve the public’s right to know.

The Coalition of Journalists for Open Government grew out of that common goal. The alliance, which operates under the umbrella of the Reporters Committee for Freedom of the Press, now has 31 member organizations which, in turn, represent more than 15,000 working journalists across the country.

The Coalition was funded at startup by the John S. and James L. Knight Foundation, with a grant of $170,000 for each of its first two years, and a commitment to match half of the Coalition’s funding, up to $85,000, for each of the next two years. The Coalition is now seeking grants that will activate that match so it can continue its work in championing open government.

The coalition functions as a coordinator and communicator on national open government issues, and as a catalyst to its member organizations in their efforts to push for improved access to the information of government and to meetings of its officials. It maintains a website that is updated daily with reports on open government developments. The site also provides information on open government sources and resources, related websites, pending legislation and research and background reports on Freedom of Information issues. We have also produced three research reports on the Freedom of Information Act and the performance of agencies in complying with the act.
In its first two years, CJOG has worked to identify developing access issues and then coordinate the response of member organizations, either letters to members of Congress on legislation involving information access, or through petitions to federal agencies to amend regulations that would limited such access. One example. We flagged a provision buried in a bill creating a new anti-bioterrorism agency that would have excluded the entire agency from both open records and open meetings laws, then coordinated a strong letter to committee members signed by eight national journalism organizations, including SPJ, questioning the exclusion. Our objections, along with those of several non-profits working in the open government area, prompted the staff director to meet to hear objections and to pledge a "re-do" of that section.

We hope that The Sigma Delta Chi Foundation will entertain a proposal to provide up to $20,000 of the needed matching funds to enable the Coalition to continue its work.

Pete Weitzel
Coordinator, CJOG
SIGMA DELTA CHI FOUNDATION
GRANT REQUEST
FOR CONSIDERATION APRIL 23, 2006

APPLICANT: Illinois First Amendment Center
APPLICATION DATE: 2/15/2006
PROJECT: Two First Amendment Educational Projects
AMOUNT OF REQUEST: $20,000
FUND DESIGNATED/RECOMMENDED: FOI
PREVIOUS GRANTS TO APPLICANT: None

COMMITTEE RECOMMENDATION: ________________________________

NOTES:

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________


January 19, 2006

Julie Grimes  
Sigma Delta Chi Foundation  
3909 North Meridian Street  
Indianapolis, IN 46208

Dear Julie:

Re: Revised Grant Proposal for 2006

On November 22, 2005 I sent a grant proposal to your organization outlining two First Amendment educational projects for which the Illinois First Amendment Center (IFAC) is seeking funds. Since sending that grant proposal last month, our Center has made a decision to take a new direction with Project #2 – our elementary educational initiative. For this reason, I would like to submit the following revised grant proposal to your organization and request that this be substituted for the proposal sent to you on November 22, 2005.

In this revised grant proposal, I would like to address only our elementary educational program. After recently receiving $40,000 from the McCormick Tribune Foundation and $15,000 from the Chicago Tribune Foundation, we now have the necessary funding for our ongoing Project #1 – First Amendment educational materials for Grades 8 – 12.

Thank you for your time and consideration in this regard.

Sincerely,

Sue Montalvo  
Director

Revised grant proposal follows.
January 19, 2006

Julie Grimes
Sigma Delta Chi Foundation
3909 North Meridian Street
Indianapolis, IN 46208

Dear Julie:

The Illinois First Amendment Center (IFAC) is a newly-established 501(c)(3) corporation which, prior to September 2005, was a division of the Illinois Press Foundation (IPF) and an affiliate of the Illinois Press Association (IPA). Our Center remains closely affiliated with the IPF and IPA. IFAC, IPF and IPA are housed together at the address below. IFAC is dedicated to creating and providing free First Amendment educational materials nationwide for grades K through 12th for use on Constitution Day or for general classroom instruction.

In April 2005, IFAC developed a comprehensive First Amendment curriculum that may be ordered from our Web site at www.illinoisfirstamendmentcenter.com. Our decision to create this curriculum resulted from the alarming findings of a two-year Knight Foundation study of more than 100,000 students across the country. The study revealed that after the text of the First Amendment was read to students, over one-third felt the First Amendment goes too far in the rights it guarantees.

With the new federal mandate that all schools receiving federal funds must teach about the Constitution each September 17th beginning in kindergarten, the need arose for appropriate educational materials for all grades. The IFAC’s curriculum for Grades 8 – 12 turned out to be just what secondary teachers needed. This is evidenced by the fact that between July 1 and September 16, 2005, we received thousands of orders from schools in all 50 states.

In addition to curriculum, we also distribute educational posters, First Amendment public service announcements, radio spots, and newspaper filler ads. All have been very popular with administrators, teachers and students. Although our materials were geared for Grades 8 – 12, they have been ordered and adapted by teachers in Grades 5, 6, and 7 as well as college professors.

We are now expanding our educational program to provide materials for the elementary grades. Although there are some limited curriculum-based materials available to elementary teachers as a result of the Constitution Day mandate, we feel elementary teachers would be better served if they had access to age-appropriate hands-on activity-type materials and visuals. We would like to request $20,000 from your organization to help us accomplish this national initiative.

Recently, we met with a focus group of 14 elementary curriculum development teachers. All 14 overwhelmingly agreed that hands-on learning tools would be preferable to curriculum, per se, and extremely helpful to teachers in the very early grades. Neither our staff nor our focus group has been able to find materials of this nature – on the Web or elsewhere.
These teachers will now serve as our advisory committee. This collaboration will ensure that all items produced are age-appropriate and will truly be useful to teachers. With adequate funding, these materials will be ready for distribution this spring—well in advance of the 2006-2007 school year. As is the case with our existing educational materials for Grades 8 - 12, the elementary items will be available to educators on our Web site, free of charge. A small shipping charge may apply, depending on funding.

With teacher input, we have determined that First Amendment coloring books should be developed for each of these early grades that will teach students the meaning of our American freedoms contained within Amendment One. These books will feature “Freedom — the First Amendment Watchdog.” I have included in this packet a very preliminary mock-up of the Kindergarten book. (This book has already gone through several revisions as a result of a meeting held yesterday, January 18, however a revised book is not available at this time.)

It is our further goal to have some or all of our materials translated into Spanish. We have an individual who has offered to do this translation free of charge, however, this aspect of our elementary program will be dependent on funding to allow for a double printing of materials. This would help those new to our country more easily learn about our American freedoms.

First Amendment educational posters — similar to those we currently distribute to the upper grades (viewable on our Web site) — will also be produced for the elementary grades. These will involve cartoon characters, however, rather than actual people due to the age level.

Our coloring books will be created by our in-house graphics artist in collaboration with our advisory committee. We have also enlisted the services of HIP Advertising of Springfield to develop the remainder of the materials.

At regular intervals during the development of these materials, there will be meetings between our staff, our graphic artist, HIP Advertising and our advisory committee of teachers. The first meeting involving all of these individuals will be held January 4, 2006. These materials will be ready for distribution prior to the end of the school year this spring and will be available, cost-free to educators, on our Web site.

We will be developing the following materials at a production cost not to exceed $60,000:

- Coloring books and classroom posters, mentioned above, Grades K - 4.
- Mini-newspaper activity/education tabloid containing text and several activities, Grades 4 - 7.
- In-classroom games (similar to board games), Grades K - 4.
- Interactive computer presentations about the First Amendment, Grades K - 7.
- Activities book containing First Amendment activities involving newspapers, Grades 4 - 7.
- Printed materials to send home to parents, Grades K - 7.
- Elementary education section added to current IFAC Web site.

Other organizations that have contributed to this important educational project to date include:

- McCormick Tribune Foundation $40,000
- Scripps Howard Foundation $10,000

**Project Budget**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fees for items listed above</td>
<td>60,000</td>
</tr>
<tr>
<td>Shipping supplies (poster tubes, CD mailers, curriculum boxes, mailing labels, etc.)</td>
<td>4,000</td>
</tr>
<tr>
<td>Shipping costs to ship materials (Note: IFAC’s shipping charges in 7/05 were $2,248)</td>
<td>12,000</td>
</tr>
<tr>
<td>Staff travel to Conventions, Teacher Institutes, and other teacher events</td>
<td>5,000</td>
</tr>
<tr>
<td>Total</td>
<td>$81,000</td>
</tr>
</tbody>
</table>

900 Community Drive • Springfield, Illinois 62703 • 217.241.1300 • Fax: 217.241.1301
As the Director of IFAC, I will be the overseer of this project. The use of these funds will be supervised primarily by me, however, all expenditures in our organization must be approved by our Executive Director, Dave Bennett. My qualifications to take this project from concept to reality include my teaching background (grades 1 through 12), six years as a Public Service Administrator for the State of Illinois, 13 years as a small business owner, my experience as Director of the IFAC, and my experience in overseeing all steps in the development of our existing curriculum.

Our marketing would include, among other things, announcements on our Web site located at www.illinoisfirstamendmentcenter.com, ads placed in educator trade magazines, distribution by the JEA Bookstore at Kansas State University, announcements on the Newspaper in Education listserv, and via the Knight Foundation's Web site located at www.teachfirstamendment.org — where IFAC is a prominent link.

Evidence supporting the future success of this curriculum project would be the overwhelming success of our current curriculum. As Constitution Day 2005 approached, our Center often received up to 300 orders per day. Approximately half of all orders received were from elementary teachers. Unfortunately, due to the content of our materials, we were unable to fill those orders from elementary teachers. Our new initiative contained in this proposal will make it possible for our Center to meet the needs of elementary teachers in the near future.

Our current materials receive regular evaluations by the teachers using them. Included in this proposal are a few representative evaluations we have received from educators relating to our current curriculum for Grades 8 – 12. We will implement a similar evaluation procedure for our elementary project. Any needed modifications of our elementary materials will be made each spring, in preparation for distribution for the following school year.

Should you need any additional information or documentation, please do not hesitate to contact me at 217/241-1300 or via email at smontalvo@ill-press.com. I look forward to hearing from you.

Sincerely,

Sue Montalvo
Director
Illinois First Amendment Center

MISSION STATEMENT

The Illinois First Amendment Center is dedicated to promoting First Amendment rights and responsibilities through education designed to raise awareness of the need to understand, reserve and protect the First Amendment.
PLEASE NOTE:

Re: Change in IFAC’s Status per the Internal Revenue Service

The Illinois First Amendment Center (IFAC) was originally established by the Illinois Press Foundation in 2002. On November 17, 2005 we advised the Board of the Illinois Press Foundation that our Center received a letter from the Internal Revenue Service granting us a 501(c)(3) status as the result of an application we had submitted to the IRS in the Spring 2005.

Through the month of September 2005, our financial statements were combined with the Illinois Press Foundation. The income and expenses, however, are clearly separated and defined on the Consolidated Income Statement, and the cash account for the IFAC is labeled as such on the Balance Sheet.

We are currently working with our accountants to set up the financial records for the IFAC as a separate entity, and will be producing financial statements for same within the next 30 days. In the meantime, I am enclosing a copy of the September financials that will provide you with the requested information.

Our accounting firm is Estes, Bridgewater, and Ogden of Springfield, Illinois. Please feel free to contact Mr. Richard Grafton, CPA at (217)528-8473 if you have any questions.

Respectfully submitted by
Sue Montalvo
November 22, 2005
The Adventures of Freedom
The First Amendment Watch Dog!
John Foreman, Chairman
The News-Gazette – Publisher
15 Main Street, Box 677
Champaign, IL 61824-0677
e-mail: jforeman@news-gazette.com

Stephen Anderson
Illinois State Bar Association
20 S. Clark Street, Suite 900
Chicago, IL 60601-1802
email: sanderson@isba.org

Barry Locher
The State Journal-Register – Editor
1 Copley Plaza, Box 219
Springfield, IL 62705
email: barry.locher@sj-r.com

Richard J. O’Brien
Sidley Austin Brown & Wood
1 South Dearborn Street
Chicago, IL 60603
email: robrien@sidley.com

Jim Reindl
Associated Press – Director, Major Accounts
10 S. Wacker Drive, Suite 2500
Chicago, IL 60606-7407
e-mail: jreindl@ap.org

Don Craven
Don Craven, P.C.
1005 North 7th Street
Springfield, IL 62702
don@cravenlawoffice.com

Russ Scott
The Dispatch – Editor
1750 5th Avenue
Moline, IL 61265
e-mail: rscott@qonline.com

Jack Brimeyer
Journal Star – Managing Editor
1 News Plaza
Peoria, IL 61643
e-mail: jbrimeyer@pjstar.com

Judge Robert Steigmann
4th District Appellate Court
P.O. Box 815
Urbana, IL 61803
e-mail: rsteigmann@court.state.il.us

Chris Doyle
Daily Chronicle – Publisher
P.O. Box 587
DeKalb, IL 60115
cdoyle@pulitzer.net

Mark Sweetwood
1019 Boxwood Drive
Crystal Lake, IL 60014
e-mail: marksweetwood@aol.com

Bernie Judge
Chicago Daily Law Bulletin – Editor
415 North State Street
Chicago, IL 60610
e-mail: bjudge@ibpc.com

Cheryl Wormley
Woodstock Independent – Publisher
671 East Galena
Woodstock, IL 60098
e-mail: publisher@inde-news.com

James Klenk
Sonnenschein Nath & Rosenthal
8000 Sears Tower
Chicago, IL 60606
e-mail: jklenk@sonnenschein.com
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2521 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.
ILLINOIS FIRST AMENDMENT CENTER

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 1045 (DOC/CG)
ILLINOIS PRESS FOUNDATION

STATEMENT OF FINANCIAL POSITION
Month Ending September 30, 2005

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$103,127.01</td>
<td>$17,006.89</td>
</tr>
<tr>
<td>Investments-IPF</td>
<td>$202,064.63</td>
<td>$165,746.33</td>
</tr>
<tr>
<td>Contributions receivable - current portion</td>
<td>$</td>
<td>$700.00</td>
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<tr>
<td>First Amendment Center Now Account / Trust</td>
<td>$30,571.32</td>
<td>$69,047.16</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$83,454.00</td>
<td>$19,578.00</td>
</tr>
<tr>
<td>Prepaid Expense</td>
<td>$3,500.00</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$422,716.88</td>
<td>$272,078.36</td>
</tr>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land</td>
<td>$203,500.00</td>
<td>$203,500.00</td>
</tr>
<tr>
<td>Building and building improvements</td>
<td>$1,336,345.57</td>
<td>$1,336,022.10</td>
</tr>
<tr>
<td>Office equipment</td>
<td>$184,665.16</td>
<td>$170,142.56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,724,510.75</td>
<td>$1,709,684.66</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>$(360,500.14)</td>
<td>$(303,409.21)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,364,010.61</td>
<td>$1,406,265.45</td>
</tr>
</tbody>
</table>

**Other Assets**

Capitalization Costs | $ | $ |

**TOTAL ASSETS**

$1,796,727.47 | $1,678,333.83

LIABILITIES AND NET ASSETS

**Current Liabilities**

Accounts Payable | $15,152.54 | $10,817.00 |
| Payable to Illinois Press Association/IPF | $464.80 | $5,741.16 |
| Payable to Illinois Press Association/PAC | $1,152.74 |
| **Total current Liabilities** | $16,770.08 | $16,558.16 |

**Non-Current Liabilities**

$ | $ |

**TOTAL LIABILITIES**

$16,770.08 | $16,558.16

**NET ASSETS**

Fund Balance | $1,578,769.10 | $1,484,323.51 |
| Temporarily restricted | $194,172.70 | $51,938.79 |
| Net Income | $(2,984.41) | $125,513.37 |
| **Total Capital** | $1,769,957.39 | $1,661,775.67 |

**TOTAL LIABILITIES AND NET ASSETS**

$1,796,727.47 | $1,678,333.83
<table>
<thead>
<tr>
<th>REVENUE</th>
<th>2005</th>
<th>2004</th>
<th>2003</th>
<th>2002</th>
<th>2001</th>
<th>YTD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTING</td>
<td>$1,732.54</td>
<td>$1,076.59</td>
<td>$1,103.28</td>
<td>$1,189.07</td>
<td>$1,105,000.00</td>
<td>98.64%</td>
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<tr>
<td>BUILDING / BRICKS / TREES</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>CONVENTIONS</td>
<td>$14,831.00</td>
<td>$9,733.00</td>
<td>$65,549.30</td>
<td>$40,881.03</td>
<td>$46,600.00</td>
<td>142.30%</td>
</tr>
<tr>
<td>FOI CONGRESS</td>
<td>$ -</td>
<td>$ -</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>-</td>
</tr>
<tr>
<td>GATE INCOME</td>
<td>$3,423.00</td>
<td>$73,580.50</td>
<td>$4,058.00</td>
<td>$ -</td>
<td>$4,058.00</td>
<td>-</td>
</tr>
<tr>
<td>GIFTS &amp; MEMORIALS</td>
<td>$816.00</td>
<td>$100.00</td>
<td>$3,120.00</td>
<td>$500.00</td>
<td>$2,000.00</td>
<td>106.00%</td>
</tr>
<tr>
<td>INTEREST ON INVESTMENTS</td>
<td>$641.94</td>
<td>$107.78</td>
<td>$4,365.83</td>
<td>$741.87</td>
<td>$2,000.00</td>
<td>192.04%</td>
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<td>MISCELLANEOUS</td>
<td>$ -</td>
<td>$1,155.00</td>
<td>$25.00</td>
<td>$100.00</td>
<td>$100.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>NEWSPAPER EDUC CTY/ MEMB ED</td>
<td>$1,774.15</td>
<td>$3,793.70</td>
<td>$4,773.85</td>
<td>$10,172.60</td>
<td>$1,000.00</td>
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</tr>
<tr>
<td>SCHOLASTIC JOURNALISM INSTITUTE</td>
<td>$ -</td>
<td>$ -</td>
<td>$480.50</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>NIS / LITERACY</td>
<td>$ -</td>
<td>$ -</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>100.00%</td>
</tr>
<tr>
<td>PARTNERS IN LITERACY</td>
<td>$ -</td>
<td>$9,600.00</td>
<td>$19,640.00</td>
<td>$28,640.00</td>
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<tr>
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<td>$10,678.00</td>
<td>$10,678.00</td>
<td>$96,102.00</td>
<td>$96,102.00</td>
<td>$120,128.00</td>
<td>73.00%</td>
</tr>
<tr>
<td>SPECIAL PROJECTS</td>
<td>$ -</td>
<td>$ -</td>
<td>$15,000.00</td>
<td>$15,000.00</td>
<td>$10,000.00</td>
<td>150.00%</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$46,233.00</td>
<td>$29,752.63</td>
<td>$42,956.48</td>
<td>$44,113.17</td>
<td>$52,285.60</td>
<td>125.91%</td>
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</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2005</th>
<th>2004</th>
<th>2003</th>
<th>2002</th>
<th>2001</th>
<th>YTD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNTING</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>BAD DEBT</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>BANK FEES</td>
<td>$29.54</td>
<td>$96.24</td>
<td>$384.73</td>
<td>$384.73</td>
<td>$384.73</td>
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<tr>
<td>BOARD</td>
<td>$238.40</td>
<td>$360.85</td>
<td>$5,036.55</td>
<td>$2,400.75</td>
<td>$10,000.00</td>
<td>50.57%</td>
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<tr>
<td>CONVENTION</td>
<td>$ -</td>
<td>$22,988.00</td>
<td>$30,423.53</td>
<td>$28,042.56</td>
<td>$43,000.00</td>
<td>70.79%</td>
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<tr>
<td>DUES - SUBSCRIPTIONS</td>
<td>$ -</td>
<td>$ -</td>
<td>$209.00</td>
<td>$209.00</td>
<td>$209.00</td>
<td>-</td>
</tr>
<tr>
<td>FOI CONGRESS</td>
<td>$4,625.00</td>
<td>$ -</td>
<td>$19,660.00</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>FAMILY NEWSPAPER PROJECT</td>
<td>$ -</td>
<td>$ -</td>
<td>$4,625.00</td>
<td>$ -</td>
<td>$5,000.00</td>
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<tr>
<td>GATE EXPENSE</td>
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<td>$ -</td>
<td>$33,466.00</td>
<td>$ -</td>
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<td>-</td>
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<tr>
<td>INSURANCE</td>
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<td>$ -</td>
<td>$283.92</td>
<td>$276.52</td>
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<tr>
<td>LEGAL</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>MAINTENANCE AND REPAIR</td>
<td>$ -</td>
<td>$11.25</td>
<td>$200.00</td>
<td>$1,339.00</td>
<td>$1,850.00</td>
<td>128.90%</td>
</tr>
<tr>
<td>MANAGEMENT FES</td>
<td>$10,305.74</td>
<td>$10,817.00</td>
<td>$128,470.00</td>
<td>$97,350.00</td>
<td>$172,418.00</td>
<td>75.80%</td>
</tr>
<tr>
<td>MARKETING</td>
<td>$272.55</td>
<td>$262.55</td>
<td>$272.85</td>
<td>$828.00</td>
<td>$2,600.00</td>
<td>104.98%</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>$ -</td>
<td>$ -</td>
<td>$282.16</td>
<td>$832.22</td>
<td>$100.00</td>
<td>278.22%</td>
</tr>
<tr>
<td>NIS/LITERACY</td>
<td>$250.00</td>
<td>$250.00</td>
<td>$6,349.53</td>
<td>$8,359.22</td>
<td>$9,000.00</td>
<td>77.02%</td>
</tr>
<tr>
<td>NEWSPAPER EDUC CTY/ MEMB ED</td>
<td>$786.00</td>
<td>$4,212.97</td>
<td>$1,523.31</td>
<td>$5,952.78</td>
<td>$8,715.00</td>
<td>17.98%</td>
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<tr>
<td>OFFICE EXPENSES</td>
<td>$ -</td>
<td>$3.82</td>
<td>$1,482.50</td>
<td>$1,471.90</td>
<td>$1,832.00</td>
<td>78.25%</td>
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<tr>
<td>PARTNERS IN LITERACY</td>
<td>$1,135.00</td>
<td>$1,130.00</td>
<td>$41,824.72</td>
<td>$36,563.03</td>
<td>$43,000.00</td>
<td>97.59%</td>
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<tr>
<td>POSTAGE</td>
<td>$226.52</td>
<td>$75.72</td>
<td>$1,386.10</td>
<td>$1,193.21</td>
<td>$1,900.00</td>
<td>72.97%</td>
</tr>
<tr>
<td>PRINTING AND PAPER</td>
<td>$ -</td>
<td>$3.00</td>
<td>$1,194.40</td>
<td>$288.88</td>
<td>$950.00</td>
<td>152.70%</td>
</tr>
<tr>
<td>SCHOLASTIC JOURNALISM INSTITUTE</td>
<td>$1,250.01</td>
<td>$542.33</td>
<td>$4,366.66</td>
<td>$2,487.24</td>
<td>$6,670.00</td>
<td>57.17%</td>
</tr>
<tr>
<td>STAFF</td>
<td>$1,244.20</td>
<td>$9.63</td>
<td>$1,348.34</td>
<td>$60.09</td>
<td>$315.00</td>
<td>428.04%</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
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<td>$16,625.66</td>
<td>$291,913.48</td>
<td>$299,770.07</td>
<td>$526,610.00</td>
<td>89.39%</td>
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<tr>
<td>DEPRECIATION</td>
<td>$4,565.15</td>
<td>$4,472.57</td>
<td>$41,382.10</td>
<td>$40,236.23</td>
<td>$58,156.49</td>
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<tr>
<td>GROSS EXPENSES</td>
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<td>$21,098.29</td>
<td>$332,295.64</td>
<td>$339,994.30</td>
<td>$584,766.49</td>
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</tr>
<tr>
<td>NET INCOME / LOSS: IPP ONLY</td>
<td>$21,366.54</td>
<td>$7,345.30</td>
<td>$110,768.84</td>
<td>$63,785.07</td>
<td>$254,000.00</td>
<td>-381.75%</td>
</tr>
</tbody>
</table>

| NET INCOME / LOSS: IPP & PAC | $16,887.62 | $20,739.35 | $42,828.47 | $28,928.51 | $20,928.51 | - |
### EVALUATION - First Amendment Curriculum Guide

So that we may make future improvements to our curriculum guide, please give us your feedback and return via email or regular mail. If not applicable, please indicate with “n/a.” Thank you!

Please indicate in which capacity you requested the IFAC's curriculum guide:
- School Administrator, Public or Private School Teacher, Home-School Educator, Student Teacher, Student, Parent, NIE Coordinator, Newspaper Staff Person, Radio Station Staff Person, State Press Association staff member, Affiliated with Boy Scouts or Girl Scouts, Mental Health Staff Person, Other (Please specify).

<table>
<thead>
<tr>
<th>Please indicate your City and State.</th>
<th>Corpus Christi Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a teacher, what subject(s) do you teach?</td>
<td>Journalism</td>
</tr>
<tr>
<td>If a teacher, what grade(s) do you teach?</td>
<td>9-12</td>
</tr>
<tr>
<td>Have you used all or any part of our First Amendment curriculum?</td>
<td>Yes</td>
</tr>
<tr>
<td>If yes, did you use this material for Constitution Day?</td>
<td>Yes</td>
</tr>
<tr>
<td>If you will be using this curriculum for instruction other than or in addition to Constitution Day, in what subject matter will this curriculum be used?</td>
<td>Journalism</td>
</tr>
<tr>
<td>Which unit did you find to be most useful?</td>
<td>Freedom of Press</td>
</tr>
<tr>
<td>Which format did you find most useful—Hard Printed Copy, CD-ROM, emailed PDF?</td>
<td>CD ROM</td>
</tr>
</tbody>
</table>

### Please rank on a scale of 5 to 1 (5 being excellent) or “n/a” for Not Applicable.

| User-friendliness of curriculum | 5 |
| Eye-appeal of materials as a whole | 5 |
| Classroom Hook Activities & Learning Activities | 5 |
| History Unit | 5 |
| Freedom of Religion Unit | 5 |
| Freedom of Speech Unit | 5 |
| Freedom of Press Unit | 5 |
| Right to Assemble / Petition Unit | 5 |
| Test Bank of Questions | 5 |
| First Amendment Handouts | 5 |
| Glossary of First Amendment Terms | 5 |
| Synopses of Court Cases | 5 |
| Overall assessment of curriculum | 5 |

### Suggestions for Improvement?

NONE. It was Great. We ran one of the full page ads as well.

### Additional Comments?
EVALUATION - First Amendment Curriculum Guide

So that we may make future improvements to our curriculum guide, please give us your feedback and return via email or regular mail. If not applicable, please indicate with "n/a." Thank you!

Please indicate in which capacity you requested the IFAC's curriculum guide:
School Administrator, Public or Private School Teacher, Home-School Educator, Student Teacher, Student, Parent, NIE Coordinator, Newspaper Staff Person, Radio Station Staff Person, State Press Association staff member, Affiliated with Boy Scouts or Girl Scouts, Mental Health Staff Person, Other (Please specify).

<table>
<thead>
<tr>
<th>Please indicate your City and State.</th>
<th>San Antonio, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a teacher, what subject(s) do you teach?</td>
<td>Journalism</td>
</tr>
<tr>
<td>If a teacher, what grade(s) do you teach?</td>
<td>9-12</td>
</tr>
<tr>
<td>Have you used all or any part of our First Amendment curriculum?</td>
<td>no</td>
</tr>
<tr>
<td>If yes, did you use this material for Constitution Day?</td>
<td>Teaching the First Amendment</td>
</tr>
<tr>
<td>If you will be using this curriculum for instruction other than or in addition to Constitution Day, in what subject matter will this curriculum be used?</td>
<td>First</td>
</tr>
<tr>
<td>Which unit did you find to be most useful?</td>
<td>Hard-Copy</td>
</tr>
<tr>
<td>Which format did you find most useful—Hard Printed Copy, CD-ROM, emailed PDF?</td>
<td></td>
</tr>
</tbody>
</table>

Please rank on a scale of 5 to 1 (5 being excellent) or "n/a" for Not Applicable.

| User-friendliness of curriculum | 5 |
| Eye-appeal of materials as a whole | 5 |
| Classroom Hook Activities & Learning Activities | 5 |
| History Unit | 5 |
| Freedom of Religion Unit | 5 |
| Freedom of Speech Unit | 5 |
| Freedom of Press Unit | 5 |
| Right to Assemble / Petition Unit | 5 |
| Test Bank of Questions | 5 |
| First Amendment Handouts | 5 |
| Glossary of First Amendment Terms | 5 |
| Synopses of Court Cases | 5 |
| Overall assessment of curriculum | 5 |

Suggestions for Improvement?
I would love to see a power point.

Additional Comments?
Thank you for this. I will use this when I teach the first amendment.
EVALUATION - First Amendment Curriculum Guide

So that we may make future improvements to our curriculum guide, please give us your feedback and return via email or regular mail. If not applicable, please indicate with “n/a.” Thank you!

Please indicate in which capacity you requested the IFAC’s curriculum guide: School Administrator, Public or Private School Teacher, Home-School Educator, Student Teacher, Student, Parent, NIE Coordinator, Newspaper Staff Person, Radio Station Staff Person, State Press Association staff member, Affiliated with Boy Scouts or Girl Scouts, Mental Health Staff Person, Other (Please specify).

<table>
<thead>
<tr>
<th>Capacity</th>
<th>University</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please indicate your City and State. Carbondale, IL

<table>
<thead>
<tr>
<th>If a teacher, what subject(s) do you teach?</th>
<th>social studies methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a teacher, what grade(s) do you teach?</td>
<td>college seniors</td>
</tr>
<tr>
<td>Have you used all or any part of our First Amendment curriculum?</td>
<td>part</td>
</tr>
<tr>
<td>If yes, did you use this material for Constitution Day?</td>
<td>indirectly</td>
</tr>
<tr>
<td>If you will be using this curriculum for instruction other than or in addition to Constitution Day, in what subject matter will this curriculum be used?</td>
<td>social studies</td>
</tr>
<tr>
<td>Which unit did you find to be most useful?</td>
<td>history of the First Amendment</td>
</tr>
<tr>
<td>Which format did you find most useful - Hard Printed Copy, CD-ROM, emailed PDF?</td>
<td>CD</td>
</tr>
</tbody>
</table>

Please rank on a scale of 5 to 1 (5 being excellent) or “n/a” for Not Applicable.

| User-friendliness of curriculum | 5 |
| Eye-appeal of materials as a whole | 5 |
| Classroom Hook Activities & Learning Activities | 5 |
| History Unit | 5 |
| Freedom of Religion Unit | 5 |
| Freedom of Speech Unit | 5 |
| Freedom of Press Unit | 5 |
| Right to Assemble / Petition Unit | 5 |
| Test Bank of Questions | 4 |
| First Amendment Handouts | 5 |
| Glossary of First Amendment Terms | 5 |
| Synopses of Court Cases | 5 |
| Overall assessment of curriculum | 5 |

Suggestions for Improvement?

Additional Comments?
EVALUATION - First Amendment Curriculum Guide

So that we may make future improvements to our curriculum guide, please give us your feedback and return via email or regular mail. If not applicable, please indicate with “n/a.” Thank you!

Please indicate in which capacity you requested the IFAC's curriculum guide:
School Administrator, Public or Private School Teacher, Home-School Educator, Student Teacher, Student, Parent, NIE Coordinator, Newspaper Staff Person, Radio Station Staff Person, State Press Association staff member, Affiliated with Boy Scouts or Girl Scouts, Mental Health Staff Person, Other (Please specify).

<table>
<thead>
<tr>
<th>Teacher</th>
</tr>
</thead>
<tbody>
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<td></td>
</tr>
</tbody>
</table>

Please indicate your City and State.

| Carbondale, IL |
| Social Studies |

If a teacher, what subject(s) do you teach?

| Social Studies |
| 5th |

If a teacher, what grade(s) do you teach?

| 5th |

Have you used all or any part of our First Amendment curriculum?

| Yes |

If yes, did you use this material for Constitution Day?

| No |

If you will be using this curriculum for instruction other than in addition to Constitution Day, in what subject matter will this curriculum be used?

| Social Studies | We do American History and will do it with the chapter after the Revolutionary War |

Which unit did you find to be most useful?

| Unit 1 |

Which format did you find most useful – Hard Printed Copy, CD-ROM, emailed PDF?

| PDF |

Please rank on a scale of 5 to 1 (5 being excellent) or “n/a” for Not Applicable.

| User-friendliness of curriculum |
| 4 |
| Eye-appeal of materials as a whole |
| 5 |
| Classroom Hook Activities & Learning Activities |
| 5 |
| History Unit |
| 5 |
| Freedom of Religion Unit |
| 5 |
| Freedom of Speech Unit |
| 5 |
| Freedom of Press Unit |
| 5 |
| Right to Assemble / Petition Unit |
| 5 |
| Test Bank of Questions |
| 4 |
| First Amendment Handouts |
| 5 |
| Glossary of First Amendment Terms |
| 5 |
| Synopses of Court Cases |
| 3 |
| Overall assessment of curriculum |
| 5 |

Suggestions for Improvement?
My only suggestion would be to send it in a format that would allow changes to the handouts, at 5th grade some of the questions and other material was a little too hard for my student. Since I couldn't change the PDF file I had to retype it.

Additional Comments?
Thank you for offering this educational project!
# EVALUATION - First Amendment Curriculum Guide

So that we may make future improvements to our curriculum guide, please give us your feedback and return via email or regular mail. If not applicable, please indicate with “n/a.” Thank you!

| Please indicate in which capacity you requested the IFAC’s curriculum guide: | Waterford, MI |
| School Administrator, Public or Private School Teacher, Home-School Educator, Student Teacher, Student, Parent, NIH Coordinator, Newspaper Staff Person, Radio Station Staff Person, State Press Association staff member, Affiliated with Boy Scouts or Girl Scouts, Mental Health Staff Person, Other (Please specify). |

| Please indicate your City and State. | Waterford, MI |
| If a teacher, what subject(s) do you teach? | |
| If a teacher, what grade(s) do you teach? | |
| Have you used all or any part of our First Amendment curriculum? | yes |
| If yes, did you use this material for Constitution Day? | yes |
| If you will be using this curriculum for instruction other than or in addition to Constitution Day, in what subject matter will this curriculum be used? | social studies in 5th grade and middle school |
| Which unit did you find to be most useful? | freedom of speech |
| Which format did you find most useful—Hard Printed Copy, CD-ROM, emailed PDF? | Hard printed copy and CD-ROM |

| Please rank on a scale of 5 to 1 (5 being excellent) or “n/a” for Not Applicable. |
| User-Friendliness of curriculum | 5 |
| Eye-appeal of materials as a whole | 4 |
| Classroom Hook Activities & Learning Activities | 5 |
| History Unit | 4 |
| Freedom of Religion Unit | 5 |
| Freedom of Speech Unit | 5 |
| Freedom of Press Unit | 5 |
| Right to Assemble / Petition Unit | 5 |
| Test Bank of Questions | 4 |
| First Amendment Handouts | 4 |
| Glossary of First Amendment Terms | 4 |
| Synopses of Court Cases | 4 |
| Overall assessment of curriculum | 4 |

Suggestions for Improvement?

Additional Comments?

900 Community Drive • Springfield, Illinois 62703 • 217.241.1300 • Fax: 217.241.1361
SIGMA DELTA CHI FOUNDATION
GRANT REQUEST
FOR CONSIDERATION APRIL 23, 2006

APPLICANT: Chicago Headline Club/Loyola University
APPLICATION DATE: 2/15/2006
PROJECT: Ethics Adviceline
AMOUNT OF REQUEST: $10,000
FUND DESIGNATED/RECOMMENDED: Pulliam General
PREVIOUS GRANTS TO APPLICANT: 2001: $5,000 for Ethics Adviceline
2003: $10,000 for Ethics Adviceline
2004: $23,242.80 for Ethics Adviceline

COMMITTEE RECOMMENDATION: _________________________________

NOTES:
_________________________________________________________
_________________________________________________________
_________________________________________________________
_________________________________________________________
_________________________________________________________
Jan. 31, 2006

To: The Sigma Delta Chi Foundation
From: The Ethics AdviceLine for Journalists.
C/o Loyola University Chicago Center for Ethics and
Social Justice, 6525 N. Sheridan Rd., Chicago, Ill. 60626

The Ethics AdviceLine for Journalists hereby requests a
grant in 2006 of $10,000 to continue promoting the
AdviceLine, which has proven to be a high-profile project of
the Society of Professional Journalists and the Sigma Delta
Chi Foundation.

AdviceLine was notified in a letter dated June 3, 2004,
that it had been awarded an SDX grant of $23,242.80.

The funds were spent in this manner:

Staffing --- $12,224.00
Telephone service -- $204.80
Advertising and promotion -- $8,625.00
Upgrade AdviceLine website -- $2,188.00

Total -- $23,242.80

Among the stipulations of the grant was that AdviceLine
provide quarterly summaries describing calls to AdviceLine
from journalists seeking advice on ethics issues, so that
these reports can be used by the Sigma Delta Chi Foundation
and the Society of Professional Journalists as promotion or
educational material.

Copies of those quarterly summaries were sent to Joyce
Dobson. Subsequently, because of some confusion at SPJ
headquarters over whether the summaries had been sent, dated
copies of quarterly AdviceLine summaries were sent to every
member of the Sigma Delta Chi Foundation board.

Christine Tatum, SPJ president-elect, has used some of
the summaries of AdviceLine calls in the periodic on-line
report, SPJ Leads, describing questions from journalists on
ethics and answers provided by Loyola University experts.
These examples are helpful to journalists as they struggle with real-world ethics issues.

AdviceLine keeps written reports on every call, describing the ethics dilemma and the advice given to journalists.

AdviceLine has provided five quarterly reports in 2005-06, which represent a tangible and usable return to SPJ and the SDX Foundation.

I understand no other grant recipient provides such a return for SDX Foundation grants. Those cases provide a mirror of ethics problems confronting professional journalists across the nation, and such an archive becomes more valuable as it grows.

Another stipulation required that marketing and promotional language include acknowledgement that funding for the project comes from the Sigma Delta Chi Foundation.

More than 95,000 wallet cards distributed by AdviceLine, plus 5,600 newly designed posters, contain such acknowledgement.

In February, 2006, another mailing of 4,800 letters and 19,200 wallet cards was sent to professional members of the Society of Professional Journalists. The letters describing the service offered by AdviceLine and the wallet cards continue to acknowledge sponsorship by the Sigma Delta Chi Foundation, even though its funding has expired.

That letter also reminded SPJ members and all journalists, whether they are members of the society or not, that they are never alone when confronted with an ethics dilemma.

AdviceLine can be reached by calling, toll free, 866-DILEMMA.

AdviceLine has mailed large envelopes containing wallet cards, posters and letters to 5,275 editors of dailies and weeklies nationally and another 3,587 in letter-sized envelopes to Midwest journalists. In addition, we mailed a supply of letters, cards and posters requested by the Southern Newspapers Publishers Association for their convention in Florida in 2005. We also distributed AdviceLine wallet cards at various SPJ events, including the 2005 SPJ convention in Las Vegas.

As a result, AdviceLine is the only SPJ project that continually mails promotion material nationally that offers advice to solve ethics problems, while at the same time
identifying the role of SPJ and the SDX Foundation in providing free service to professional journalists.

We have contacted thousands of editors and publishers, and one of them told us he taped an AdviceLine wallet card to every computer in his newspaper office.

Our website — www.ethicsadviselineforjournalists.org — also was updated in 2005, making it easier for journalists to contact AdviceLine and pose questions. AdviceLine receives a small stream of ethics questions online. In a previous report to the foundation, we included copies of the web page, our fliers, wallet cards and posters.

Ethics AdviceLine for Journalists has completed five years of offering ethics guidance to journalists, answering about 450 calls from across the nation.

AdviceLine is a joint project of the Chicago Headline Club and Loyola University Chicago, started in January, 2001.

Members of the AdviceLine team were busy in 2005 spreading the word about AdviceLine services. For example:

Professor David Ozar, AdviceLine co-founder and director of Loyola University Chicago’s Center for Ethics and Social Justice, appeared on National Public Radio’s ’On The Media’ program on Feb. 12, 2005, explaining the role AdviceLine plays in helping journalists. NPR in an earlier broadcast had spoofed AdviceLine, but Ozar’s appearance was an opportunity to set the record straight and, while showing our ability to take a joke, prove that ethics in journalism is no laughing matter as public confidence in the media declines.

Dr. Ozar also spoke on April 8 and April 9 to the New York Press Association in Albany, N.Y.

James Burke, a Loyola University professor and AdviceLine team member, appeared on the ‘Chicago Tonight’ program on WTTW Channel 11 in Chicago on May 2, 2005, to respond to local ethics issues in the news.

Burke and AdviceLine co-founder Casey Bukro also appeared before a group of Russian journalists on April 15, 2005, in a program sponsored by Heartland International in Chicago. AdviceLine cases were presented to the Russian journalists in a session that asked them how they would have solved various ethical dilemmas. Then they were told how the cases were resolved.
On Nov. 29, Dr. Ozar appeared before a journalism class at Columbia College in Chicago to explain how AdviceLine works, an example of assistance from one education institution to another.

In effect, AdviceLine has acquired national and international scope, which continues to grow.

By 2006, AdviceLine had distributed more than 100,000 wallet cards with letters sent to various professional journalism groups, explaining AdviceLine services. And 5,600 newly designed AdviceLine posters also were mailed.

Our goal is to widen our reach and keep the AdviceLine brand, as well as SPJ and the SDX Foundation, in the minds of professional journalists as a source of guidance on ethics.

For that reason, we are requesting $10,000 to continue this effort, and at the same time promote services in ethics that have been advanced by SPJ and the SDX Foundation.

Sincerely,

Casey Bukro

Chicago Headline Club ethics chair and Ethics AdviceLine for Journalists project manager.
February, 2006

Dear SPJ member:

As a member of the Society of Professional Journalists, you’re never alone in an ethics crisis. Just call the Ethics AdviceLine for Journalists, a free service to professional journalists seeking advice and guidance on ethics issues.

SPJ has a history of helping journalists, whether they are members of the society or not. And that’s what AdviceLine does. AdviceLine grew out of that tradition and the society’s leadership in adopting a model code of ethics.

Ethics and the integrity of news gatherers have become pressing topics in American journalism today. If you’re faced with an ethics conflict, call 866-DILEMMA. Answers are usually provided within 24 hours by a staff at Loyola University Chicago that is trained in ethics to help journalists reach an informed decision through consultation. All calls are confidential.

More than 400 journalists have called the Ethics AdviceLine for Journalists since it was founded in 2001, many of them desperate for guidance while under deadline pressure. They included reporters, editors and publishers trying to do the right thing.

AdviceLine is a partnership between the Chicago Headline Club and Loyola University Chicago’s Center for Ethics and Social Justice.

Enclosed are copies of Ethics AdviceLine for Journalists wallet cards, telling how to reach us. Pass them around and if you want more cards, let us know. Posters also are available for your bulletin boards.

Or log on to ethicsadviceforjournalists.org. Our Chicago number is 312-409-3334.

Sincerely,

Casey Bukro
Ethics chair, Chicago Headline Club

For more information, call 847-869-4193 or e-mail cbukro@tribune.com
SIGMA DELTA CHI FOUNDATION
GRANT REQUEST
FOR CONSIDERATION APRIL 23, 2006

APPLICANT: Virginia Coalition for Open Government
APPLICATION DATE: 2/15/2006
PROJECT: Endowment Challenge Grant
AMOUNT OF REQUEST: $10,000
FUND DESIGNATED/RECOMMENDED: FOI
PREVIOUS GRANTS TO APPLICANT: None
COMMITTEE RECOMMENDATION: ____________________________

NOTES:

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________
January 20, 2006

Sigma Delta Chi Foundation
3909 N. Meridian St.
Indianapolis, IN 46208

To the Foundation board:

Although it doesn’t seem possible, Virginia’s open-government coalition is approaching its 10th anniversary (time flies as FOIA squabbles recur!). SPJ’s Virginia Chapter has played a key role in our success, as a charter member and generous annual-conference underwriter. Moreover, the SDX Foundation kicked in $1,000 to help get us started back in 1996. Also, the Foundation’s strong support for the annual conferences of the National FOI Coalition has been a big help, not just for NFOIC but also for its state groups, including us! Now, we could use some extra help from our SPJ friends.

The John S. and James L. Knight Foundation recently approved a special $200,000 challenge grant to give our Coalition a permanent endowment. It will give us a solid financial base for the first time -- assuring us permanence as a right-to-know advocate in Virginia and beyond. (Because of our close proximity to Washington, we help to bridge the state and national FOI battles; we’ve also played a key leadership role in building FOI coalitions in other states, including New Jersey, North Carolina, Tennessee, Maryland and Kentucky).

The endowment principal won’t be touched. Investment income will be used to augment our annual $75,000 in operating revenues, enabling us to expand our advocacy effort and hire a full-time executive director as my successor in 2007.

To cash the check from Knight, we need to raise a dollar-for-dollar, $200,000 match in the next 10 months or so. Cash gifts and firm pledges will be accepted until December 31, 2006; additionally, we’ll be selling sponsor tables at a 10th anniversary Gala at the Library of Virginia on the evening of November 16, 2006.

I hope the Foundation will help us with the Knight match. A $10,000 matching grant, awarded over a one- or two-year period, would be tremendously helpful. We’ve raised $165,000 to date; our goal is now $225,000, to cover our anniversary expenses and still net the $200,000 needed for the Knight match.

Thanks for considering this request; as I wrote last year, rarely does a $10,000 grant net $20,000.

Frosty Landon, executive director
cc: Paul McMasters, president, VCOG
    Paula Otto, president, Virginia Chapter, SPJ

WWW.OPENGOVVA.ORG
DATE: Jan. 20, 2006
TO: Directors, SDX Foundation
FROM: Virginia Coalition for Open Government / Frosty Landon
SUBJECT: Application for $10,000 matching grant

**Goal of proposal:** To provide a $10,000 grant to help VCOG establish a permanent endowment in the next 10 months; funds would also be used to help defray expenses for a 10th anniversary symposium exploring future FOIA reforms in Virginia (and elsewhere!).

A $200,000 challenge grant has been obtained from the John S. and James L. Knight Foundation, requiring a $200,000 match.

A lead gift of $20,000 has been received from the family of a longtime Virginia broadcaster; additionally, $145,000 in pledges and matching funds have been raised to date from media companies, foundations, law firms and other open-government supporters.

The fund-raising effort is scheduled to be concluded at a 10th anniversary reception and fund-raising dinner planned at the Library of Virginia (a VCOG member) on Nov. 16, 2006.

(Table sponsorships will range from $5,000-$15,000 -- we hope!)

Our timeline permits tax-deductible gifts and firm pledges to be accepted through Dec. 31, 2006.

A permanent endowment of a half-million-dollars is envisioned, with $100,000 to be drawn from the Coalition’s $175,000 reserve.

(In addition to the required Knight match, we are attempting to raise an extra $25,000 to cover the dinner and symposium expenses, thus enabling us to “net” $200,000 from our challenge grant.)

Endowment income will enable the Coalition to increase its annual $65,000-75,000 operating budget by 30 per cent, providing needed funds to pay a full-time director and summer legal intern, maintain a litigation-support fund and expand its outreach programs.

**Background:** The Coalition was formed in 1996 to defend and promote open government in Virginia. As a tax-exempt, nonprofit, nonpartisan organization, we strive to create a broadened base of support for stronger Freedom of Information laws at the local- and state-government levels. We also try to serve as a model for right-to-know groups in other states.

We assist individual citizens seeking access to government records and public meetings.

We also monitor the state legislature’s FOI-related activities, support yearly FOI training for government officials, and serve as a right-to-know resource for journalists throughout our state.

Additionally, we’ve helped with creation of the state’s full-time FOI compliance office and assisted open-government activists in forming broad-based FOI groups in more than a half-dozen other states.

With a full-time executive director, we could play an even greater collaborative role with other states and, because of our proximity to the Beltway, the many Washington-based FOI groups.

**Oversight/Management:** A four-member panel has been created to oversee our permanent endowment.

Trustees are Dorothy Abernathy, AP bureau chief; Paul McMasters, VCOG president and the Freedom Forum’s First Amendment ombudsman; Bob O’Neil, former VCOG president and founding director, Thomas Jefferson Center for Protection of Free Speech; and Stewart Bryan, chairman, Media General.
Guidelines for the permanent endowment provide that only the investment income will be tapped for operating-budget purposes; principal will not be. We conservatively project an extra $20,000 a year in operating funds, earmarked mostly for improved staff salaries (the executive director’s salary currently is $29,000; the associate director, a lawyer, is paid only $25 an hour, averaging only 12-13 hours per week.

With the executive director retiring in 16 months, salaries must become more competitive if we are to remain effective in our advocacy work.

Based on the results of our only other fund-raiser (at our start-up, nine years ago), we believe we can raise the required $200,000 to gain the Knight match.

(In 1996, we raised more than $175,000—a most of which we’ve kept squirreled away as our only rainy-day fund. That funding included a $1,000 grant from SDX; that was our only previous funding request to the SDX Foundation.)

**Miscellany:** No additional fund-raising effort is envisioned in the foreseeable future (our operating funds are drawn primarily from annual dues, supplemented by NFOIC grants and annual-conference sponsorships).

Acknowledgement of underwriting support occurs at the annual conferences, at our Web site and in our newsletter.

Acknowledgement of an SDX grant would occur in the same venues, and on our Web site’s Sunshine Week resource page.

(OpenGovVa.Org, which draws more than 4,000 unique visitors each month, was dramatically improved in November 2005, thanks to a small NFOIC pass-through grant from the Knight Foundation.)

Despite threats of greater secrecy growing out of security concerns since 9/11 and privacy issues triggered by the Internet, we’ve successfully fought to keep the state’s FOIA relatively intact.

With the help of media groups, we’ve successfully resisted attempts to exempt our legislature from FOIA, shut down public-record databases or introduce a “purpose” test for record requesters.

As VCOG directors, Lucy Dalglish, Paul McMasters, Tonda Rush, Bob O’Neil, Rod Smolla and other national access leaders have helped in that effort.

(Our Coalition’s membership includes such diverse groups as the Virginia Municipal League, the Virginia Chamber of Commerce, genealogists, librarians, TV stations, USAToday, all of the major in-state newspapers, and the state’s press and broadcast associations.

We’ve built a statewide profile and a Richmond “voice” for ordinary citizens seeking to keep government accountable, thereby providing a larger constituency to assist Virginia journalists in gaining better access.

Approval of an SDX matching grant for our endowment will help us stay in business as a strong pro-access voice for individual citizens and their media surrogates.

If you have questions, please contact me. And thanks for considering this renewed request.

Frosty Landon (SPJ member since 1955)  
540-353-8264  
v cog@opengovva.org
Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.
MISSION STATEMENT,
VIRGINIA COALITION FOR OPEN GOVERNMENT

We are a nonprofit alliance formed to promote expanded access to
government records, meetings and other proceedings at the state and
local level.

Membership is open to any group or individual sharing our
commitment to resist attempts to abridge, circumvent or otherwise
restrict the right of citizens to attend meetings of public bodies, and to
preserve all existing channels of access to public information.

Members seek new ways of providing access to the largest number
of people at the lowest possible cost and oppose imposition of excessive
costs for public records.
BOARD OF DIRECTORS, VIRGINIA COALITION FOR OPEN GOVERNMENT (7/1/05)

EMAIL pnmcmasters@freedomforum.org
PHONE 703-284-3511 (O); 703 878-4591 (HOME); 703-509-0296 (CELL)
FAX 703-284-3519
ADDRESS 1101 Wilson Blvd., Arlington 22209

EMAIL whopkins@vt.edu
PHONE 540.231.9833; cell 540.230.7833
FAX 540.231.9817
ADDRESS Dept. Of Communication Studies, 101 Shanks Hall, Va. Tech, Blacksburg 24061

EMAIL edjones@freelancestar.com
PHONE 540.374.5401
FAX 540.373.8455
ADDRESS 616 Amelia St., Fredericksburg, VA 22401

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ADDRESS: 14 Foxcroft Rd., Williamsburg, VA 23188
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**ENDOWMENT FUND / RESTRICTED:** 20,000.00 (8/1/05)
Funding request
Virginia Coalition for Open Government

[Signature]

GRANTEE SIGNATURE

Forrest M. Landon
Executive director
Virginia Coalition for Open Government
Box 3094
Roanoke, VA 24015

8/8/2005
SIGMA DELTA CHI FOUNDATION
GRANT REQUEST
FOR CONSIDERATION APRIL 23, 2006

APPLICANT: Michael Koretzky thru Florida Atlantic University
APPLICATION DATE: 2/15/2006
PROJECT: First Amendment Free Food Festival
AMOUNT OF REQUEST: $1,500
FUND DESIGNATED/RECOMMENDED: Pulliam General
PREVIOUS GRANTS TO APPLICANT: None
COMMITTEE RECOMMENDATION: ____________________________

NOTES: ____________________________________________

__________________________________________________

__________________________________________________

__________________________________________________
Dear SDX Foundation board member:

Despite my weak grant application, and the fact that I’m not a prestigious journalism organization but only a student newspaper adviser, I hope you’ll give me a chance to explain why I’m asking you for $1,500 of your money.

I have an idea for a First Amendment event that I think is different than many others. I’ve already won $1,000 from The College Media Adviser’s Ingelhart First Amendment Fund, but I need at least that much more to pull off what I hope will be the most compelling First Amendment event in recent memory.

The details are on the following pages and in the brochures I’ve attached. Before you get that far, here’s why I think it will work:

1. If I earn the support of a national foundation such as SDX, I know I can get others to help me, from the South Florida SPJ chapter (I’m newly appointed to the board) to the Miami International Press Club (I’m a member) to many other local civic groups that I’ve either spoken before or volunteered with over the years.

2. Too often, First Amendment events involve lots of talking – panel discussions, speeches, debates. But the freedoms it mentions are also about action, and we should educate not only through words but also through graphic physical examples of what this country would be like without the First Amendment. That’s the goal. Whether I’ve properly proposed how to do this, I leave to smarter people than me. I’m open to suggestions whether you give me some money or not.

Thanks for your consideration and, hopefully, your opinion.

Michael Koretzky
advisor, University Press
Florida Atlantic University
www.fau.edu
michael@koretzky.com
954-292-7515
CONTACT INFORMATION

Grantee organization: South Florida chapter of Society of Professional Journalists / Florida Atlantic University
Contact person: Michael Koretzky
Title: SPJ board member, student newspaper adviser
Address: 1110 Buttonwood Lane, Hollywood FL 33019
Phone: 954-292-7515
Fax: none
E-mail address: michael@koretzky.com

ABSTRACT / SUMMARY

The First Amendment Free Food Festival is requesting $1,500, which would make SDX the title sponsor. (CMA has already awarded $1,000). The event will occur on Constitution Day, September 18, from noon to 2 p.m. The best summary of the event is inside the brochure that’s included with this application.

INTRODUCTION

• Organization — Just me and some volunteers who care about educating college students about the First Amendment.

• Management — I’ll supervise the funds. Florida Atlantic University, the state school where I advise the student newspaper, has created a separate account where you and others will be able to monitor all money spent on this project. As for my qualifications to successfully manage such an event: While I was an editor at a Tribune Company weekly, I founded and directed the largest one-night musical event in the southeast United States. The XS Music Fest featured 100 bands playing at two-dozen downtown Fort Lauderdale venues, linked by a half-dozen trolleys. I hired staff, met with the city, coordinated with police and fire departments, rented equipment, and pulled permits. Similarly, I co-founded and co-organized a Super Bowl street party for Clear Channel, which for three years was the largest Super Bowl event in Florida. So I know how to handle large, complex events. I can provide references, newspaper clips and TV footage of the events.

NEEDS ASSESSMENT

This event has one singular purpose: Punch college students in the face. Constitution Day is a mandated afternoon of speeches and brochures that no one, at least on my campus, pays attention to. I think this novel approach will grab students’ attention, barring rain or hurricanes. (Constitution Day is, for some reason, smack dab in the middle of hurricane season.)
OBJECTIVES

This event will have great impact on two groups: The students who come for the free food and learn firsthand about their First Amendment rights, and the local media, who will have plenty to cover.

METHODOLOGY

The two major expenses and organizational challenges of this event are securing and presenting the food, and creating a striking visual atmosphere that clearly delineates the "First Amendment-free zone."

For the first challenge, I'm distributing brochures (enclosed) to everyone with something to offer. For example: I met with the publisher of the South Florida Business Journal, who's also a former president of the Greater Fort Lauderdale Chamber of Commerce. Because I wasn't hitting him up for money, he was incredibly cooperative in other ways: I now have a list of people to call, ranging from restaurateurs to aides for Florida gubernatorial and legislative candidates.

(I will invite Florida Gov. Jeb Bush and am developing contacts to do so. I believe I have a real shot at this for three reasons: First, this will be the largest and most compelling Constitution Day event, and Jeb Bush is one of 15 honorary chairman of Constitution Day. Second, Palm Beach County, where FAU is located, is a key voting area. Third, the president of FAU is Frank Brogan, Gov. Bush's former lieutenant governor.)

Already, a friend of Charlie Crist, a Republican gubernatorial candidate, is lobbying to get the candidate's attendance. The key is that I'm asking for support and in-kind contributions, not cash. The people I'm approaching are intrigued that I'm not asking for money, and I've been getting incredible cooperation.

The most daunting challenge is finding economic ways to drive home the visual impact of the event. Along with Carol Spicer, who organized the annual Red Ribbon Ride—a 300-mile, three-day statewide bicycle event to raise money for AIDS research—I'm pricing out and drawing plans for:

1. T-shirts with the First Amendment Free Food Festival logo, to be worn by volunteer "soldiers" who will enforce the rules within the free food area. I'm also discussing fatigue rentals with a uniform company.

2. Building a guard house and a gate for admission into the area, staffed by volunteer soldiers. Some weekend carpenters have offered their services if we provide supplies.

3. Table and tent rentals, some at cost and others free. I won't have these details until I submit plans to the Health Department, because of the rules governing the serving of food outdoors.

EVALUATION

I'm open to monitoring suggestions. Right now, all I can do is email updates to all interested parties. But I can provide account documentation on a regular basis and anything else within reason for one person.
November 9, 2005

Michael Koretzky
Florida Atlantic University
UC Room 214
777 Glades Road
Boca Raton, FL 33431-0991

Dear Mr. Koretzky:

Congratulations! You are a recipient of the Louis Ingelhart award given by College Media Advisers.

The committee was most impressed by your proposal to help further understanding on your campus about the First Amendment.

After your First Amendment event has taken place, we would appreciate a report as to how it was received by the intended audience.

Sincerely,

Bill Neville
CMA Treasurer

WCMA Working Capital Management Account

Nov. 8, 2005

COLLEGE MEDIA ADVISERS INC.
RONALD E. SPLELEBERGER
DEPARTMENT OF JOURNALISM
THE UNIVERSITY OF MEMPHIS
3711 VETERANS AVE. MUSK06
MEMPHIS, TN 38152-0070

Merrill Lynch
BANKONE
MOD. Ingelhart Award-2005

One thousand and no/100**************DOLLARS

Florida Atlantic University
c/o University Press

0952
people passed to assemble, and to petition the government for redress of grievances.

Congress shall make no law respecting an establishment of religion, or prohibiting the free
expression thereof, or abridging the freedom of speech, or of the press. or the right of the
people peaceably to assemble, and to petition the government for redress of grievances.

"Keep your money." We need your help— not just your money. We've already won a $1,000 grant from the Higher Ed First order. We need your help— not just your money. We've already won a $1,000 grant from the Higher Ed First order.

Food for thought:

There's our dream. Help us realize it.

If we cook them a meal, can we feed their minds?

In their frames?

By sharing what we've learned and working our way

Can we reach college students about the Constitution.

Only the Food is free...
...because you can't do both
at The First Amendment
Free Food Festival.

Monday, September 18, 2006
CONSTITUTION DAY
on Florida Atlantic University's
Boca Raton campus.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE MEETING
JUNE 17, 2006
SAN FRANCISCO, CALIFORNIA

1. Call to Order – Carlson

2. Roll Call – Cadwallader
   a. Carlson
   b. Tatum
   c. Cadwallader
   d. Gratz
   e. Loop
   f. Brewer
   g. Fisher
   h. Harper
   i. Vachon
   j. Grimes

3. Approval of minutes: January 14, 2006 meeting of the Executive Committee [Page 1]

4. Discussion/Action Items
   a. Voting procedure for one-member, one-vote amendment – McCloskey memo [Page 4]
   b. Proposed changes to Mark of Excellence Awards – Baehr memo [Page 6]
   c. Staffing/Hiring – Carlson
   d. Membership
      i. statewide chapters
      ii. associates/non-working journalists
   e. Convention registration discussion – Cadwallader
   f. Hurricane Katrina-related – Carlson
      i. membership extensions
      ii. convention scholarships
   g. Quill oversight and member dialogue – NorCal memo [Page 16]
   h. Chapter Requests – Staff
      i. Snake River Pro (provisional chapter status) [Page 18]
      ii. Southern Arizona Pro (coming off the inactive list) [Page 31]
      iii. Bowling Green State University Campus Chapter (coming off the inactive list) [Page 39]

5. Updates
   a. Campus Media Statement – Loop
   b. Ocean County College Task Force Report – Loop/Carlson
   c. SPJ.org – Staff
   d. SPJ documentary – Carlson
   e. Centennial Celebration – Gratz
   f. Nominations Committee update – Gratz
   g. Headquarters Beautification – Tatum

6. Awards - Carlson
   a. David L. Eshelman Outstanding Campus Adviser
   b. Distinguished Teaching in Journalism
   c. Ethics in Journalism
d. Fellows of the Society
e. First Amendment
f. Helen Thomas Lifetime Achievement
g. Historic Site in Journalism (no nominations received)
h. Howard S. Dubin Outstanding Pro Member (no nominations received)
i. Julie Galvan Outstanding Graduate in Journalism Award
j. Regional Director of the Year (no nominations received)
k. Sunshine

7. Old Business

8. New Business
   a. Wells Memorial Key (closed session; officers only)

9. Adjourn
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MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 14, 2006
MEMPHIS, TENNESSEE

MEETING CALLED TO ORDER
With President Dave Carlson presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:23 a.m. on Saturday, January 14, 2006, in the Publisher’s Conference Room at The Commercial Appeal in Memphis, Tennessee.

ROLL CALL
In addition to President Carlson, the following were in attendance: President-elect Christine Tatum; Secretary-Treasurer Bruce Cadwallader; Vice President for Campus Chapter Affairs Mead Loop; Region 3 Director Holly Fisher; Region 12 Director Clint Brewer; Executive Director-Berry Harper; Associate Executive Director Chris Vaehon and Associate Executive Director of the Sigma Delta Chi Foundation Julie Grimes. Sonny Albarado, local SPJ member and news editor at The Commercial Appeal attended portions of the meeting.

ASIAN JOURNALISTS ASSOCIATION
Carlson reported that the Society has had a significant impact on the Asian Journalists Association during its visits to Korea over the past three years. The Association has invited SPJ to be an associate member. There are no dues. Regarding travel requirements, we are invited to attend the Association’s conference but not required.

Upon proper motion and second by Brewer and Tatum, the committee voted to join the Asian Journalists Association as an associate member.

PROGRAMS AND SERVICES
For the ad hoc committee for programs and services, Carlson has appointed past president Ray Marcano as the chair. He wants to appoint SPJ “neophytes” to serve as committee members. The role of the committee is to evaluate SPJ’s offerings when it comes to programs and services.

NEWSGEMS
The committee discussed incorporating Jon Marshall’s NewsGems, a blog highlighting good journalism, as one of SPJ’s member benefits. Tatum has been in communication with Marshall who has indicated that the cost to SPJ would be $12,500 per year for use of the content. It was suggested that this might be rolled into the Quill budget by having Marshall pen an article in every issue that draws from his blog.

Upon proper motion and second by Brewer and Fisher, the committee directed Harper to pursue a partnership with Marshall and NewsGems.

JOURNALISMTRAINING.ORG
Harper discussed the status of JournalismTraining.org, managed by SPJ and funded by the Knight Foundation. Harper indicated that SPJ was in the process of applying for a tie-off grant that would cover the program for two more years. After that, SPJ would be expected to absorb the project into its operations. Harper asked the executive committee to commit to continuing JournalismTraining.org, regardless of continued funding from Knight, the reasoning being that the site has enormous long-term potential for the Society and the journalism profession.
Upon proper motion and second by Loop and Tatum, the committee voted to continue to support and manage JournalismTraining.org, regardless of continued funding from the Knight Foundation.

**SPJ AWARDS PROGRAMS RECOMMENDATIONS**
The committee reviewed a list of recommendations from Awards Committee Chair Guy Baehr to improve SPJ’s selection process for individual awards.

Through a series of motions on the many recommendations contained in Baehr’s report, the following procedures for individual awards were adopted:

1. **Committee chairs send up to three nominations to the Headquarters by the established deadlines.** These nominations will be added to the master list of other nominations, made by the public, received at the Headquarters.
2. **The full list of nominations will be sent to the committee chairs and a 30-day research process begins.** The committee chairs should be on the lookout for any potential problems that might not be reflected in the nomination letters/materials.
3. **At the end of the 30-day research period, committee chairs send their list of finalist recommendations to the Headquarters.**
4. **The finalist list will be posted in the “members only” section of www.SPJ.org for a 30-day comment period.** Only SPJ members will be able to leave comments. Anonymous comments will not be accepted.
5. **The comments will be compiled by staff and distributed to the appropriate committee.** If any comment raises a concern, the chair should research this comment before any final decision is voted on by the executive committee at its summer board meeting.

Carlson will be sending a letter to committee chairs regarding the changes to the awards nomination process.

**OCEAN COUNTY COLLEGE TASK FORCE**
The Society issued a press release critical of Ocean County College for removing its longtime newspaper adviser. The college has complained about the release and asked for a letter of apology.

Upon proper motion and second by Cadwallader and Brewer, the committee agreed to the following course of action:
- Carlson will send a letter to the college indicating that its complaint had been reviewed.
- The letter will indicate that the Society is awaiting the results of the task force assigned to investigate the matter before taking any further action.
- The letter will further indicate that the Society is reviewing its news release guidelines.

Loop abstained.

**REGIONAL CONFERENCE ASSIGNMENTS**
The following regional conference assignments for officers were agreed upon:

**March 24-25**  
Region 5, Indianapolis, Ind. – Cadwallader

**March 31-April 1**  
Region 1, Newark, N.J. – Loop and Gratz
Region 2, Washington, D.C. – Carlson
Region 6, Minneapolis, Minn. – Cadwallader
Region 10, Kennewick, Wash. – Carlson
Region 11, Pasadena, Calif. – Tatum
Region 12, Memphis, Tenn. – none

April 7-8
Region 3, Athens, Ga. – Carlson
Region 4, Cincinnati, Ohio – Cadwallader
Region 7, St. Louis, Mo. – Tatum

April 28-29
Region 8, Oklahoma City, Okla. – Carlson
Region 9, Denver, Colo. – Tatum

SATCHELLE CHAPTE APPROVED
Upon proper motion and second by Loop and Tatum, the committee approved a request to create
the Orange County Pro Satellite Chapter.

PROVISIONAL CHAPTER STATUS
Upon proper motion and second by Loop and Tatum, the committee granted provisional chapter
status to the SUNY Oswego Campus Chapter.

MENTOR PROGRAM
There was discussion of the mentor program that has been proposed by the projects committee of the
SDX Foundation.

Upon proper motion and second by Fisher and Tatum, the committee voted to move forward with
the proposed mentor program after the ethics campaign and the speakers bureau have been
implemented.

ADJOURNMENT
There being no further business to come before the committee, Carlson declared the meeting adjourned at
5:05 p.m.
MEMORANDUM

DATE: June 1, 2006
FROM: Bill McCloskey
SUBJ: SPJ'S NEW VOTING PROCEDURE
FOR: Executive Committee

HOW WILL IT WORK?

Contemplating a change in the way of electing SPJ Officers and At-Large Directors from a delegate vote at convention to a one-member, one-vote method, a committee was formed to recommend a process to facilitate implementation of the new Bylaw.

How: All voting will be done online.

Who: Members of the society, as identified by their e-mail address and existing membership number (found on membership cards and Quill mailing labels, among other places), will be able to log in using a pre-established password anytime (24/7) during the voting hours. Members who cannot access the internet will be provided a toll free phone number to call. Tellers will enter telephoned votes into the electronic system.

Headquarters will undertake a year-long effort to make sure membership records contain as many current e-mail addresses as possible.

When: Voting will be opened shortly after the close of nominations which currently occurs at the opening business meeting at the first morning convention session. Online ballot forms will be updated with the names of anyone nominated from the floor. Write-ins will be allowed. The nominating process already contemplates input from all members of the Society earlier in the year.

Voting will close at a pre-determined time prior to the start of the closing business session. As is currently the procedure, a committee of tellers, appointed by the president, will supervise the tally of the votes and the results will be announced during the business meeting.

Other details:
- The voting website with a sample ballot will be available online for several weeks prior to convention so that members can become familiar with the simple function on filling out the ballot and submitting it.
- Regional directors will be elected by delegates at convention.
- Individual mailings by candidates will continue to be allowed.
- Frequent e-mail will be sent to all members reminding them of voting timeframe and deadline.
- While the voting is open, staff- or volunteer-assisted "voting booths" with laptops with access to the voting system will be available each day at convention for those who don't otherwise have computer access at convention.

FAQ:
Has this ever been tried before?
Yes. Several journalism organizations have successfully elected their officers this way.
What happens if the computer system rejects my vote?
You can call the toll-free number to report the problem and to register your vote.

How will I know that my vote was registered?
We anticipate there will be an on-screen acknowledgement along with a confirmation e-mail.

My membership number and e-mail address can easily be found out. Is this secure?
The system is as secure as your personal password.

Those voting online won't have the advantage of talking to the candidates or hearing their speeches, won't that make it more difficult to decide for whom to vote?
Nominees selected by the nominating committee have always made themselves available before convention to speak to members about their qualifications and goals. Much of the convention is now available online. Efforts will be made to post candidate speeches (either written or streaming).

I won't have access to a computer or a phone during the voting window. How will I vote?
In that unusual occurrence you will be no more disadvantaged that those who now find it impossible to attend convention or those members who are in no chapter and therefore have no delegate representation. This process will allow more people the opportunity to vote than the current delegate system allows.

What impact will this process have on turnout?
At this time, the answer would be conjecture. Radio-TV News Directors Association switched to online voting in 2006 and found there were more votes cast in the first three hours than were cast at any previous convention. SPJ will encourage chapters, especially student chapters, to have "voting parties" during the election window where chapter goals can be matched with candidate pledges and then members of the group can take turns registering their vote.

Terry Harper assisted and advised committee members on their work. The committee that prepared this report consisted of Ernie Wiggins, Irwin Cratz, Darcie Lunsford and the undersigned.
MEMORANDUM

DATE: May 31, 2006
FROM: Guy Baehr, chair, Awards & Honors Committee
SUBJ: PROPOSED CHANGES TO THE MOE AWARDS
FOR: Executive Committee

After talking by telephone and email with Heather Porter, Deb Hurley, Adrian Uribarri, Clint Brewer and others about the proposed changes to the MOE advanced at the April board meeting, I'd like to offer an alternative set of proposals that I believe will respond in a more comprehensive and effective way to the significant problems identified by the Regional Directors Caucus and other members of the board.

The three interrelated proposals are:

1. **Immediately reduce the number of categories in the MOE contest to 39 from the current 43.** This would be done by combining seven existing categories into three.

2. **Create a new position called Regional MOE Chair in each of the regions.** The Regional MOE Chairs would take on the MOE duties now performed by the Regional Director.

3. **To support the work of the Regional MOE Chairs and their committees each chair would receive a regional expense budget of $300.** This would be financed by increasing MOE contest fees by 11 percent.

I hope they can be adopted together, either at the June executive board meeting or at the full board meeting in August. (As a practical matter, neither the April proposals nor these alternates need to be voted on before August.) If significant revisions to these proposals are contemplated, I would request that action be deferred to the August meeting so that I can attend and answer any questions that come up.

**Background & Rationale**

The changes proposed at the April board meeting are aimed at making the MOE contest less unwieldy for Regional Directors and more meaningful for judges and contestants. To do this they would reduce the number of categories to 37 from the current 43, primarily by eliminating specific reporting categories for online journalism and instead opening the newspaper, magazine, radio and television categories to online entries.

There are two difficulties with the proposed changes:

1. **While “platform neutral” journalism may be the wave of the future, applying it to the MOE now and in this way is likely to discourage rather than encourage online entries and reinforce the idea that SPJ is “print-centric,” with no real idea of how to deal with the online world.**

The current online categories were added in 2001, at the same time they were added to the SDX contest, as a way to give online journalism equal status with the other media added to SPJ’s awards programs over the years, such as radio and then television.
The Pulitzer Board has started experimenting with how best to bring online journalism into its previously all-print award program, but it is clearly improvising and the results are not in. We should look closely at what the Pulitzer people are doing, along with what the other established journalism contests are considering. But whatever approach we take needs to be based on some real research into the current characteristics of online journalism, particularly on the college level. (It may be that online media is developing more slowly on college campuses than it is among professional news organizations.)

What we do know is that the number of online entries in the MOE contest has continued to increase while the overall number of MOE entries has declined slightly since 2003. From 2003 to 2005, the number of online entries increased 27 percent to 181 entries. This total is now comparable to the numbers of radio and magazine entries and is still growing.

It also seems clear that, if implemented, the changes proposed would result in a sizeable drop in online entries, at least in the short term. This is because the online categories that would be eliminated — primarily the reporting categories — are precisely the strongest online categories we have and the ones that have been growing. On the other hand, the categories that would be retained — the publication categories such as best online newspaper or magazine — are the ones that are significantly weaker and have been flat or declining since 2003.

A more effective approach to trimming categories would not focus just on online categories because the type of category in which there are frustratingly few entries to be judged on a regional level — three, two, one or none — are not so much the online categories as the 11 “Best All-Around” categories (four of which happen to be online categories). Even in the newspaper “All-Around” categories, a majority of regions had three or fewer entries to judge in each category. The “Best All-Around” magazine, radio, television and online categories were even weaker, with many regions having two or fewer, sometimes zero, entries to judge.

We were successful in strengthening two of the online reporting categories this year by combining the former online spot news reporting and online general news reporting categories. The new combined “Online News Reporting” category, with 31 entries, was 35 percent larger than either of the previous categories. (The down side was that the number of entries in the combined category was 22 percent less than total for the two separate categories the previous year.)

Summary: The problem of weak categories is not the online categories but the 11 “best all-around” categories in all media, including online. Opportunities exist to merge some of these categories to create stronger, more competitive and meaningful categories.

2. The larger problem with the proposals advanced in April is that just reducing the number of MOE categories to 39 or 37 or some similar number will not accomplish what seems to be the real problem with the MOE: That administering it has become a significant burden on Regional Directors that diverts them from important activities on which their time and energy would be better spent.

In other words, it would benefit SPJ more if Regional Directors were recruiting new campus chapter advisers, helping revive weak pro chapters, jumping into First Amendment battles and the like rather than lining up judges, making trips to the Fed Ex office and fielding complaints about misspelled names on award certificates.

The revised procedures and increased services from national headquarters outlined in the MOE Guidebook for Regional Directors issued last fall was an attempt by headquarters staff and me to ease this situation, but it obviously did not get to the heart of the problem.
It's not a mystery why the MOE contest has become a bigger hassle for everyone. The number of entries doubled from 1997 to 2003, when it hit a peak of 3,264 entries. There has been a slight decline since – there were 3,141 entries this year – but the fact remains that the MOE is a much more unwieldy operation than it was just a few years ago.

The main reason for the increase has not been an increase in the number of categories. There were 36 categories until 2001, when the online categories were added. However, the new categories account for only 181 entries.

Instead, the increases – there were big spurts in 1999, 2001 and 2003 – have come in all areas. Since 1998, newspaper entries, which still account for more than half of all entries, increased by 50 percent. Magazine entries increased by 70 percent, photography by 71, radio by 75 percent and television by 68 percent.

The success of the MOE contest in attracting more entries has made it more competitive and added to its prestige, as well as increased its financial contribution to SPJ. (Net revenue from MOE projected for this year is $22,873.) It has also given SPJ a larger opportunity to reach top college journalists and make them aware of the benefits of becoming members as they start their careers.

Summary: It is important for SPJ to continue to increase the size and reach of the MOE contest and to make sure that it continues to contribute to our larger goals and programs. But it is also clear that the MOE contest has outgrown the current administrative structure with its heavy dependence on the Regional Directors.

An Alternative Set of Proposals

1. Immediately reduce the number of categories in the MOE contest to 39 from the current 43. This would be done by combining seven existing categories into three.

Combination #1 – The category “Best All-Around Non-Daily Student Newspaper published 2-3 times per week” would be merged with the category “Best All-Around Non-Daily Student Newspaper published no more than once a week” to create one category called “Best All-Around Non-Daily Student Newspaper.”

In 17 cases, one or the other category has three or fewer entries in a region. In half the regions, neither category exceeds three entries. The weaker of the two, “Non-Daily 2-3 times a week,” had three or fewer entries in all but one region. Combining the categories would strengthen both while preserving the distinction between daily and non-daily papers.

Combination #2 – The category “Best All-Around Student Magazine published once a year” would be combined with the category “Best All-Around Student magazine published more than once a year” to create one category called “Best Student Magazine.”

In 12 cases (out of 24), regional judges had one or zero entries to choose from. In only one case out of the 24 did regional judges have more than three entries to choose from. Combining these categories would strengthen both without putting entrants in either category at an obvious disadvantage.

Combination #3 – The categories "Best Online Newspaper," "Best Online Magazine" and "Best Online Broadcast Station" would be merged into one category to be called "Best Affiliated Website."
In 33 cases (out of 36), regional judges had one or zero entries to choose from in these categories. Combining the three categories would create a single category that would be stronger and more competitive without excluding any current entrants.

The key criteria, besides overall excellence, would be making good use of both the resources of the affiliated print or broadcast news organization and fully exploiting the online medium to add value and audience. That's the challenge for all affiliated online operations no matter whether they're affiliated with newspapers, magazines, radio stations or TV stations. That would give the category the needed intellectual coherence and logic so that judges could find valid common points of comparison. (We would retain the "Best Online Independent Publication" category because the challenges for a stand-alone online publication are significantly different than for an affiliated website. In addition, that category is already stronger than the other three categories and is showing better growth.)

Merging these categories would follow a successful pattern.

As a result of suggestions from Deb Hurley and others, for this year's MOE, we merged the "Television Daily Newscast" category, which had had seven entries the previous year, with the "Television Non-Daily Newscast" category, which had 24 entries. The result: We had a total of 41 entries in the combined "Television Newscast" category. (I did get at least one complaint from a non-daily station manager, eased somewhat after he found his station had placed first in his region).

In a similar vein, we changed the "Radio Daily Newscast" category to "Radio Newscast." Allowing non-daily newscasts to enter increased the number of entries to 15 from the previous 11. (Another successful change in the radio category, sparked as response to a suggestion by Sue Kopen Kalcoff, came when we broadened the "Radio Spot News" category into "Radio News." That doubled the number of entries from 23 to 45.

2. Create a new position called Regional MOE Chair in each of the regions. The Regional MOE Chairs would take on the MOE duties now performed by the Regional Director.

This proposal would deal directly with the problem faced by Regional Directors trying to cope with the administrative burden created by the MOE contest's significant growth over the last half dozen years. The overall result would be to free Regional Directors for other important tasks, add needed members to the Awards & Honors Committee and improve the administration of the MOE contest.

The Regional MOE Chairs would be recruited and nominated for three-year terms by the Awards & Honors Committee with help from the awards staff in national headquarters, national officers and the Regional Director in each region. Final approval of appointments would be by the national president.

The Regional MOE Chairs would primarily be responsible for lining up judges for reciprocal judging of entries from other regions, coordinating with national headquarters, ensuring deadlines are met, organizing regional award ceremonies, distributing award certificates and general troubleshooting.

In addition, the Regional MOE Chairs would be responsible for promoting the MOE contest to campus journalism programs, journalism advisers, campus editors and station directors and student journalists in general. They would put special emphasis on seeking entries in categories with relatively few entries.

The Regional MOE Chairs would be encouraged to recruit others to assist them so that each region would have a small Regional MOE Committee from which future Regional MOE Chairs could be recruited.
Finally, the Regional MOE Chairs would automatically become members of a national MOE subcommittee that would be part of the national Awards & Honors Committee. The subcommittee would review each year’s MOE results and propose changes in rules, procedures and categories to improve the contest. The committee would also assist in recruiting future Regional MOE Chairs and filling vacancies as they occur.

If approved by the board at the June or August meetings, the Regional MOE Chairs could be recruited, nominated and installed in time for next year’s judging.

3. To support the work of the Regional MOE Chairs and their committees each chair would receive a regional expense budget of $300. This would be financed with an 11 percent increase in the MOE contest fees.

In order to recruit Regional MOE Chairs and their committees it is important to cover costs such as postage, mailing, telephone calls, travel to regional conferences and the like. While these costs will vary from region to region, $300 seems like a reasonable allowance to start with. Adjustments can be made in the future as we gain more experience.

The total cost, $3,600, would be more than offset by raising the MOE entry fee to $10 for members and $20 for non-members. Current fees, which have not been raised in several years, are $9 for members and $18 for non-members. About 60 percent of MOE entrants are non-members. Actual revenue from the fee increase is estimated at $5,600.

The remaining $1,400 would be used for targeted marketing efforts to increase entries in weak categories and to hire about 20 hours or temporary help in Indianapolis to allow staff to better handle peak contest workloads.

Based on past experience, this modest 11 percent increase in the contest fee is not likely to reduce the number of entries. At the same time, the additional revenue will go right into improving the quality of the MOW contest, first by helping recruit Regional MOE Chairs and second by helping national better administer and market the contest.

Future Changes

Once the Regional MOE Chairs are in place and a national MOE subcommittee formed, the subcommittee could begin looking at the various significant challenges facing the MOE contest, including issues raised by the national officers, the national board and the Regional Directors’ Caucus.

Among those questions would be:

- How the current array of categories might be revised to better cover the evolving college media landscape
- How to continue strengthening weaker categories:
- How the current array of categories and judging criteria might be revised to better recognize SPJ core journalistic values
- Whether the current tight deadlines for judging and notifying winners can be made more workable
- If changes are made in the current system of regional conference system, how should the role and mechanics of the MOE contest be changed
• How to address issues of equity for entrants from different size regions who face different levels of competition to get into the national contest

Finding good answers to these questions is important to the future of both the MOE contest and SPJ as a whole. A subcommittee composed primarily of Regional MOE Chairs will have the first hand knowledge and experience propose good solutions and maintain the MOE contest as the premier national college journalism competition and an important contributor to SPJ's overall mission.
May 24, 2006

SPJ Board President David E. Carlson
c/o the University of Florida
P.O. Box 118400
Gainesville, FL 32611

Dear Mr. Carlson:

I hope all is going well for you in the new-media concentration at the University of Florida!

After talking to our SPJ Student Chapter Advisor, Sue Kopen Katoef, I feel compelled to write.

Sue mentioned there may be support among some board members for combining some categories — such as print and online — in the student Mark of Excellence contest next year. I would respectfully argue that online entries should be kept separate from print and broadcast.

Print stories showcase reporting and writing; additionally, sometimes text is paired with photos or graphics. Storytelling is usually done in a linear style, with a clear beginning, middle and end.

Online stories should be showcasing multimedia reporting and writing. The best stories should combine text, photos, audio and/or video. And, unlike in print, sometimes online stories are not written in a linear style. There may be a clear entry point, but not necessarily a clear middle or end. Users may be presented with multiple links — and multiple choices — on how to proceed through a story.

Strong Web packages, or special reports, (entered in indepth categories, for instance) should additionally integrate interactive elements — such as quizzes or blogs or chats or other searchable or clickable elements — that allow for more than one-way interaction. Well-executed interactivity and multimedia are what set online stories and sites apart from their more traditional counterparts.

These unique elements of the best online stories and sites should be encouraged, not discouraged. This medium will only grow in importance in years to come.

I thought it might be helpful to illustrate some of these points. Here are links to a few online stories my student reporters have written in recent years, which integrate text, photos and audio and/or demonstrate nonlinear storytelling. They could not have been executed with the same power in a print-only format:
“New Orleans Family Makes Temporary Home in Maryland,” Maryland Newsline, Nov. 4, 2005, at
http://www.newsline.umd.edu/business/specialreports/katrina/mccarthy/110405.htm

“Widow Grieves Over Young Love Cut Short By War,” Maryland Newsline, March 4, 2005, at
http://www.newsline.umd.edu/justice/specialreports/casualtiesofwar/faustich/030405.htm

http://www.newsline.umd.edu/business/specialreports/finalauction/connellyfarm051606.htm

“Katrina’s Aftermath: Living at the D.C. Armory,” Maryland Newsline, Sept. 16, 2005, at
http://www.newsline.umd.edu/business/specialreports/katrina/photogallery1.htm

“In the Middle or On the Outs: Pit Bulls in Maryland,” Maryland Newsline, May 15, 2001, at
http://www.newsline.umd.edu/politics/pitbull/pitbullpage1.htm

And here are a few of our students’ award-winning special reports, which additionally introduce video and clickable elements and interactive features, such as quizzes:

Maryland Votes 2006
http://www.newsline.umd.edu/politics/specialreports/elections06/

Casualties of War: When War Hits Home:
http://www.newsline.umd.edu/justice/specialreports/casualtiesofwar/

Uncovered: Maryland’s Health Insurance Crisis:
http://newsnet.umd.edu/health/specialreports/uninsured/

Katrina’s Aftermath
http://www.newsline.umd.edu/business/specialreports/katrina/default.htm

Thank you for your ear and for your time on this important topic.

Sincerely,

Chris Harvey
Online bureau director
UMD College of Journalism
(301) 314-2696
May 30, 2006

Dear Executive Board Members,

I am writing this without benefit of the recommendation that will be made with regard to the proposed (if any) final changes in the Mark of Excellence contest. But, as I indicated at the board meeting in April, this is a matter that greatly concerns me and I want to be certain that if you are asked to proceed with those changes, my objections and concerns are taken into consideration.

As presented to us last month, there are two primary areas targeted for change: online and radio. I will not address online. Instead, I am forwarding on to you the concerns of my colleague Chris Harvey who runs our online bureau for the Merrill College of Journalism.

I will limit my comments to the plans that call for streamlining the radio category.

I guess I am baffled that the recommendation calls for combining the feature and in-depth categories in radio....but not in newspapers and television. Either way it makes no sense. Let me elaborate.

Feature reporting and in-depth reporting are two very different forms of reporting. I have served as a judge for many, many journalism contests. It has been tremendously frustrating when I've been asked to join with others in judging combined categories like this. These are two very different forms of reporting and writing. There are outstanding feature stories....and terrific in-depth stories. But, I will tell you, I can think of no feature story that, so far, has managed to beat out an in-depth story. They should not be judged together. They are different...and need to be treated as such.
Second, there are but five categories in radio (only the magazine division has fewer categories). I can't possibly see where keeping those categories presents any real kind of strain on the judges...and I say that, again, as someone who has judged many radio and television entries. There are 12 categories for newspapers, including in-depth and feature; there are 9 categories for television, including feature and in-depth. Radio journalists deserve the same recognition for their feature and in-depth reporting. Combining the two diminishes both.

I hope you agree and will leave things as they are.

Respectfully submitted,

Sue Kopen Katcef
UM SPJ Faculty Adviser
Lecturer/Executive Producer
Philip Merrill College of Journalism
AGENDA ITEM: Quill oversight and member dialogue
SUBMITTED BY: Northern California Pro

BACKGROUND: Officers and members of the Northern California Pro Chapter were stunned to learn that a story by Al Cross about the convention delegates' debate on Judith Miller's high-profile ethical lapses had been vetoed -- apparently on the grounds that the issue had been settled by the convention. They were equally disturbed to learn that any mention of the chapter's nationally distributed dissenting memo was excluded from inclusion in Quill even though E&P thought it important enough to publish in full.

At the time, Joe Skeel explained in an email that the issue had been covered by the Working Press (Oct. 18 and Oct. 19 issues) as part of covering Society business during the convention. He summarized, "The convention wrap-up in Quill will include an overview of convention action, but is not intended to re-open or re-live debates on subjects that have been decided by the Society."

Although the decision not to publish Cross's article was reversed, the statement of the Northern California Chapter -- widely reported elsewhere -- was blacked out in Quill.

Al Cross wrote of his article, "The article is not intended to reopen the debate about Judy Miller, but to explain to members (including those who were at the convention but not at the delegates' meeting) how we came to give her nothing but praise, because of the particular juncture and circumstances in which we were operating. With its legal and ethical ramifications, the Miller episode is one of the biggest journalistic controversies in modern times, and our members deserve an explanation of how it was handled by an organization that holds itself out to be both an authority and an advocate on journalism ethics and freedom of information.

"Not only does the story tell how we handled this particular issue, it gives readers some idea of how things work at SPJ conventions.... We need to do a better job of reporting on ourselves. Ideally, such articles would be written by a knowledgeable professional who was not a player in the action. In this case, the best we can do is offer an evenhanded account by someone who helped produce a compromise, albeit one the delegates largely scrubbed."

The Northern California board and many members feel that (1) very few of our members attend conventions or see The Working Press, (2) not giving a full airing in Quill and elsewhere to the Northern California resolution and subsequent statement on Judith Miller is doing serious harm to SPJ's reputation locally and nationally, especially in newsrooms, (3) the expressed policy suggests that SPJ has an immutable "official line" determined by a convention resolution vote that forecloses open member discussion of contentious and important issues in Quill, our national forum, (4) a journalism organization should be guided by open and robust discussion and debate of important issues, not institutional image-polishing, (5) administrators of the society should not have a hand in setting editorial policy or making editorial decisions on the magazine's contents.
SOLUTIONS: The Northern California Chapter believes that its experiences in trying to air an important national journalism issue in Quill highlight systemic problems that can only be resolved by (1) establishing an editorial chain of command for Quill, with a prestigious board of professional journalists who oversee the publication independently from the society's business side and (2) a policy that invites open and vigorous discussion and debate of journalism issues on which the membership is torn (especially when they involve apparent conflicts among our primary values, in this case ethics and freedom of information).

The chapter also believes that this is a good time to reopen discussion of the ways in which Quill can best challenge and serve its community in a rapidly evolving demographic, technological and journalistic environment. The chapter believes Quill has a unique opportunity to be a national leader in helping shape journalism policy and educate the profession and the public through vigorous and even uncomfortable discussion.

POSSIBLE ACTION: Appointment of a committee of respected professionals -- drawn from our leadership ranks, from working journalists in our rank-and-file membership and from top people in the profession (such as SPJ Fellows) -- with a charge to devise (1) a structure that will ensure editorial independence from the society's business side and (2) a mission statement and detailed proposals to encourage challenging content that can help our working-journalist members meet the rapidly changing demands of 21st century journalism. The committee might also be charged with devising synergistic strategies for a print magazine in an increasingly web-based world.
March 31, 2006

Headquarters staff:

Tom Henderson here, president of the new Snake River Pro Chapter getting off the ground in Idaho.

We have some new national members for you. Enclosed are their forms and $50 first-year dues (for first-time Region X members under the membership drive discount).

Also enclosed is our chapter leader handbook, which doubles as a brochure for prospective members, as well as a list of chapter members.

Thanks. Expect great things from Snake River SPJ. We have a lot going on. Everyone's excited to be part of the organization.

__________________________

Tom Henderson, editorial writer and columnist
Lewiston Tribune
505 C St.
Lewiston, ID 83501
(208) 743-9600, ext. 225
thenderson@lmtribune.com
SNAKE RIVER SPJ
MEMBERSHIP ROSTER

NAME: Margo Aragon
TITLE: Free-lance writer/talk show host
ORGANIZATION: KLEW
PHONE NUMBER: (208) 746-2636
E-MAIL: margo.gra@klenwr.com

NAME: Kate Baldwin (vice president)
TITLE: Reporter
ORGANIZATION: Moscow-Pullman Daily News
PHONE NUMBER: (208) 882-5561, ext. 239
E-MAIL: kbaldwin@dnews.com

NAME: Brian Beesley
TITLE: Design editor
ORGANIZATION: Lewiston Tribune
PHONE NUMBER: (208) 743-9600, ext. 308
E-MAIL: bbeesley@lmtribune.com

NAME: Rob Branch
TITLE: Reporter
ORGANIZATION: KBOI
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NAME: Elizabeth Ciapela
TITLE: Reporter
ORGANIZATION: Bonners Ferry Herald
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NAME: Becky Dickerson
TITLE: Publisher
ORGANIZATION: Community Current
PHONE NUMBER: (509) 648-3264
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NAME: Omie Drawhorn (secretary/treasurer)
TITLE: Reporter
ORGANIZATION: Moscow-Pullman Daily News
PHONE NUMBER: (208) 882-5561, ext. 234
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NAME: Michelle Dupler (open records chair)
TITLE: Reporter
ORGANIZATION: Moscow-Pullman Daily News
PHONE NUMBER: (208) 882-5561, ext. 307
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NAME: Kia Eiselein
TITLE: Editor
ORGANIZATION: Latah County Eagle
PHONE NUMBER: (208) 882-0666
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NAME: Mary Hawkins
TITLE: Program director
ORGANIZATION: Northwest Public Radio
PHONE NUMBER: (509) 335-6507
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NAME: Tom Henderson (president)
TITLE: Editorial writer and columnist
ORGANIZATION: Lewiston Tribune
PHONE NUMBER: (208) 743-9600, ext. 225
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NAME: Virginia Henderson
TITLE: City editor
ORGANIZATION: Moscow-Pullman Daily News
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NAME: Cynthia King
TITLE: Writer
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NAME: Steve McClure (board member)
TITLE: Managing editor
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NAME: Marie Mischel
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NAME: Megan Patrick
TITLE: Reporter
ORGANIZATION: Lewiston Tribune
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NAME: Becky Tallent
TITLE: Journalism professor
ORGANIZATION: University of Idaho
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NAME: Hope Timney
TITLE: Writer
ORGANIZATION: Washington State University News Service
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NAME: Lisa Zander (board member)
TITLE: News clerk
ORGANIZATION: Lewiston Tribune
PHONE NUMBER: (208) 743-9600, ext. 255
E-MAIL: lzander@lmtribune.com

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Welcome

Greetings, journalists!

Boy, did you pick a weird profession. We understand.

We know how it feels to sit in a school board meeting until 1 a.m. We know how it feels to cancel your plans Friday night because of a late-breaking story. We know how it feels to work in a profession you think is a noble calling while so many others think it's a sinister conspiracy.

We know you sometimes wonder if you have a career or a self-inflicted wound.

We know because we're journalists.

Welcome to the Snake River Professional Chapter of the Society of Professional Journalists.

This handbook describes how the chapter and its board of directors operates.

Snake River SPJ represents north central Idaho and adjoining sections of eastern Washington as part of the Society of Professional Journalists, the largest and oldest professional journalism organization in the country.

Chapter members defend the First Amendment, increase public awareness, provide professional development and nurture a community of journalism professionals.

We hope this handbook — along with Snake River SPJ's bylaws — will answer your questions about the chapter. This handbook is a living document and will be updated regularly.

More information is available by e-mailing snakeriverspjsn.org or contacting any board member.
Mission Statement

Members of the Snake River Professional Chapter of the Society of Professional Journalists believe journalists play an essential role in a free society, providing information and safeguarding basic liberties.

To further that mission, Snake River SPJ members defend the First Amendment, increase public awareness, provide professional development and nurture a community of journalism professionals.
History

Snake River SPJ was founded Feb. 25, 2006, during a meeting at the Moscow-Pullman Daily News.

Founding members were Kate Baldwin, Omie Drawhorn, Michelle Dupler and Steve McClure of the Daily News, Tom Henderson and Lisa Zander of the Lewiston Tribune, and Kia Eisclcin of the Latah County Eagle.

The meeting was also attended by SPJ Region 10 Director Nathan Issacs of the Tri-City Herald in Richland, Wash.

The chapter’s first board of directors consists of President Tom Henderson, Vice President Kate Baldwin, Secretary-Treasurer Omie Drawhorn, Open Records Chair Michelle Dupler and members at large Steve McClure and Lisa Zander.

The chapter was formally named the Snake River Professional Chapter March 11, 2006.
The Board

The Snake River SPJ board consists of no less than five and no more than 10 members. There are four board officers — the president, vice president, secretary-treasurer and open records chair.

The board sets the chapter's policies and bylaws, goals and mission statement and organizes its programs.

Board members are appointed by a majority vote of the existing directors. They serve one-year terms. The board's officers are elected during an annual meeting of the entire chapter membership.

There are no term limits, but officers generally serve no more than two years in any one position.

Board members should:
* Attend the board's monthly meetings and chapter events.
* Lead committees or task forces and offer monthly updates to the board.
* Stay informed about SPJ's chapter and national mission, services, policies and programs.
* Keep up to date on developments within the journalism profession.
* Help carry out the board's financial responsibilities.
Meet the Board

Tom Henderson, president

Tom Henderson is an editorial writer and columnist for the Lewiston Tribune and likes to labor under the delusion he is the most hated man in north central Idaho.

Before coming to Idaho in 2005, he was president of the Greater Oregon Professional Chapter of SPJ. He continues to edit SPJ Leads, a weekly e-mail to SPJ members nationwide.

He came to the Tribune after more than 20 years of working as a reporter and editor for community newspapers in Oregon. His wife, Virginia, is an SPJ member and the city editor of the Moscow-Pullman Daily News.

He lists his greatest journalistic achievements as being “outed” as a space alien in the pages of the Weekly World News and getting war correspondent Ernie Pyle immortalized in molded plastic as a G.I. Joe doll.

Contact Tom at (208) 743-9600, ext. 225, or thenderson@imtribune.com.

Kate Baldwin, vice president

Kate Baldwin covers education for the Moscow-Pullman Daily News. She came to Idaho from Michigan in July 2005.

Prior to the Daily News, she spent two years as the media relations assistant for the Lansing Community College after graduating from Michigan State University.

During that time, she wrote for a variety of organizations. She wrote for marketing magazines, industry journals and an alternative weekly paper.

Her personal interests include aviation, ballroom dancing, and culinary arts and entertaining.

Contact Kate at (208) 882-5561, ext. 239, or kbaldwin@dnews.com.

Omie Drawhorn, secretary-treasurer

Omie covers cops, courts and government for the Moscow-Pullman Daily News where phrases like “zoning debates” and “Wal-Mart controversy” have become a regular part of her vocabulary.

She came to the paper in January after working as a reporter for the Silverton Appeal-Tribune in Oregon. She also served on the board of the Oregon chapter of SPJ.

A graduate of the University of Oregon, she was born in Alaska and grew up outside of Silverton.

She enjoys Irish Cream lattes, vodka tonics, pesto cheese rolls from the Moscow Co-Op.

Contact Omie at (208) 882-5561, ext. 234, or odrawhorn@dnews.com.

Michelle Dupler, open records chair

Michelle Dupler is a reporter for the Moscow-Pullman Daily News, covering a city beat in Pullman, Wash.

Ready for a grand adventure, she moved 2,200 miles from Ohio to the Palouse in November 2004 with a terrified cat on her lap most of the way.

Michelle is a two-time graduate of Ohio State University, with a B.A. in English and a M.A. in Journalism and Communication. In her spare time, she dreams of someday accepting an Oscar for Best Screenplay. She has to write one first.

Contact Michelle at (208) 882-5561, ext. 307, or mdupler@dnews.com.
Steve McClure, board member
Steve McClure is the managing editor of the Moscow-Pullman Daily News.

He previously worked as a reporter for the Daily News and as a reporter/editor at a weekly newspaper in western Washington.

Steve grew up in the Seattle area and attended Western Washington University in Bellingham. He has been with the Daily News since 1994.

Contact Steve at (208) 882-5561, ext. 209, or smcclure@dnews.com.

Lisa Zander, board member
Lisa Zander is a newsroom clerk at the Lewiston Tribune. She knows when people are born, when they die, and everything in between.

Before returning to her hometown of Lewiston, Idaho, in October 2005, she spent four years in Tucson, Ariz., riding bicycles, dumpster diving organic vegetables and earning an associate's degree in film.

Contact Lisa at (208) 743-9600, ext. 265, or lzander@lmtribune.com.
SNAKE RIVER CHAPTER
SOCIETY OF PROFESSIONAL JOURNALISTS

BYLAWS

ARTICLE I. — Definitions

Section 1.

The name of the chapter is the Snake River Professional Chapter of the Society of Professional Journalists (referred to hereafter as “Snake River SPJ” or “the chapter”).

Section 2.

Snake River SPJ encompasses north central Idaho and adjoining sections of eastern Washington as a state chapter of the national Society of Professional Journalists. The chapter is a member of the national organization’s Region 10 — including Oregon, Alaska, Washington, Idaho and Montana.

Section 3.
Snake River SPJ was founded Feb. 25, 2006.

Section 4.

“Meetings” refers to regularly scheduled meetings of Snake River SPJ’s board of directors.

ARTICLE II — Membership

Section 1.

SPJ members must be journalists or journalism educators as their primary occupations.

People engaged in public relations, advertising and other professions related to journalism, but not directly involved in the independent gathering and dissemination of news, are eligible for associate membership.

Section 2.

Any national dues-paying member of the Society of Professional who works or resides in Idaho or eastern Washington is considered eligible for membership in Snake River SPJ.

Chapter membership carries a suggested donation of $12.

ARTICLE III — Organization

Section 1.

Snake River SPJ is governed by a board of directors with no less than five and no more than 10 members.

Section 2.

Vacancies of the board of directors are filled by a majority vote of the existing board members attending an official meeting of the chapter.

Section 3.

The board is governed by four officers — the president, vice president, secretary-treasurer and open records chair.
Section 4.

Board officers are elected to one-year terms during an annual meeting, open to the entire membership of the chapter. All chapter members present are eligible to vote on board officers.

Section 5.

Board members and officers may be voted out of office by a majority vote of the entire board of directors.

Section 6.

There are no limitations on the number of terms a board officer may serve. However, prudence and tradition advise that officers limit their service to two terms.

Section 7.

Chapter bylaws may only be amended by a two-thirds majority vote of the entire board of directors.

ARTICLE IV — Meetings

Section 1.

The board of directors of Snake River SPJ meets at noon on the second Saturday of each month. The exact meeting place is determined by a vote of the board.

Section 2.

Other issues concerning the board, as they arise, are addressed with teleconferences, e-mails and other forms of long-distance communication.

Section 3.

The president may call special board meetings, if warranted, by providing board members at least two weeks’ notice of the meeting. The exact time, date and location of the meeting will be decided by a consensus of the board members.

Section 4.

All actions taken by the chapter will be decided by a majority vote of the board members. During scheduled board meetings, the decisions will be made by a majority of the board members present. Decisions made outside board meetings must be approved by a majority of the entire board.

Section 5.

The board of directors will hold an annual membership meeting, open to all chapter members. The exact meeting time and place will be determined by a majority vote of the entire board.

Members will be given at least a month’s notice of the meeting.

ARTICLE V. Officer Responsibilities

Section 1.

The president will be primarily responsible for the operation of the chapter. He or she will:

* Direct chapter meetings.

* Maintain chapter records, including both financial and historic documentation.

* Communicate chapter information with the board of directors, general membership and the public at large.
Section 2.

The vice president shall assist the president with the duties outlined above and serve as president should the president become unable to fulfill his or her duties.

Section 3.

The secretary-treasurer acts as the recording officer for the chapter. The secretary-treasurer will:

* Record and maintain minutes of chapter meetings.
* Maintain similar records of all chapter activities.
* Oversee the finances of the chapter and make regular reports to the board of directors.

Section 4.

The open records chair assumes responsibility for chapter activities designed to promote open government and freedom of the press. The open records chair will coordinate activities to promote open government and freedom of the press among journalists, government officials and the public at large.
April 19, 2006

Julie Grimes
Society of Professional Journalists
3909 N. Meridian Street
Indianapolis, IN 46208

Dear Julie Grimes:

Enclosed are our reactivation materials for the Southern Arizona Pro Chapter. These materials include our board list, enacted bylaws and membership information to be changed on the national roster.

We had been working with Kevin Schweikher to get members not identified with Southern Arizona Pro on your roster to be included. The members listed are paid members and are on our membership list.

If you should have questions please feel to contact me. I would appreciate receiving any documentation or paperwork that shows we are officially reactivated. We plan to have a reactivation ceremony soon.

Thank you,

Sarah J. Boggs
President
Southern Arizona Pro Chapter
Society of Professional Journalists
P.O. Box 90587
Tucson, AZ 85752
Work: (520) 434-4076
Southern Arizona Pro Chapter
Society of Professional Journalists
April 6, 2006
Officer List

President: Sarah J. Boggan

Vice President (Membership): Andrea Kelly

Vice President (Events): Daniel Scarpinato

Treasurer: Shelley Shelton

Secretary: Polly Higgins
BYLAWS
Southern Arizona Professional Chapter of the Society of Professional Journalists
Enacted April 6, 2006

ARTICLE I - DEFINITIONS

Section 1 The name of the chapter shall be the "Southern Arizona Professional Chapter of the Society of Professional Journalists" and shall be based in Tucson, Arizona. "Chapter" as used herein shall refer to this chapter, which was chartered in 2006, the 105th year of the Society.

Section 2 "Meetings" as used herein shall mean regularly scheduled or special meetings authorized by the Board of Directors or by these bylaws.

Section 3 "Society" or "SPJ" refers to the Society of Professional Journalists.

Section 4 "Board" refers to the chapter Board of Directors.

ARTICLE II - MEETINGS

There shall be at least six meetings of the chapter board of directors during its term of office - between July 1 and June 30 of the next calendar year- the times and places of which shall be fixed by the president with approval of the Board of Directors. The chapter president also shall be authorized to call meetings of the entire chapter membership with approval of the Board of Directors. All meetings of the board or the membership shall be held at a location in Arizona.

ARTICLE III - OFFICERS

Section 1 The officers of the chapter shall be at minimum: president, at least one vice president, secretary, and treasurer. Terms of office, which shall be for one year, begin annually on July 1. The board of directors (See Article IV, below) shall determine the number of vice presidents' positions to be filled. Officers must be members in good standing of both the Society of Professional Journalists and of the chapter at the time they are elected.

Section 2 The president, president-elect (if any), vice president(s), secretary and treasurer shall be elected by the chapter's membership at an annual chapter meeting to be held on a date in either May or June. The membership shall be informed via regularly established chapter communications of the time, date and location of this meeting no fewer than 15 days before the date of the meeting. When provided with this information, members shall be informed of the board officer positions to be filled by an election at the meeting.

Section 3 Candidates may nominate themselves for any officer position or may
be nominated by any chapter member. Nominations must be received by the chapter secretary by May 1 before the date of the meeting to elect officers as described in Section 2 of this article, or at a date set by the board of directors that is at least 15 days prior to the date of the meeting to elect officers.

Section 4 The officers shall serve for one year or until a successor has been elected. The retiring president is automatically named as immediate past president. If the incoming president is re-elected to a successive term, his or her predecessor retains the title and position on the board as immediate past president for the upcoming year. The incoming secretary is to notify national headquarters of the names of the new officers by July 15 of each year.

ARTICLE IV - BOARD OF DIRECTORS

Section 1 This chapter shall have a Board of Directors consisting of the officers and any number of additional board members nominated by the president and vice president and chosen by majority vote of the officers. Board members must be members in good standing of both the Society of Professional Journalists and the chapter at the time they are elected.

Section 2 The president and vice president may nominate subject to board election any number of non-voting ex officio board members, who must be members in good standing of the Society of Professional Journalists at the time they are elected. These may include journalism leaders, educators and members and advisers of student chapters of the Society within the state of Arizona. Board members may be assigned specific duties, usually committee chairmanships, by the president.

Section 3 The Executive Committee of the board shall consist of the officers as set forth in Article III, Section 1. When the board is not meeting, the Executive Committee shall exercise all powers of the board except: (a) to remove an officer or board member from his or her seat on the Board of Directors and (b) to amend these bylaws or to refer such amendments to the chapter membership as outlined in Article VIII.

Section 4 The president of the chapter shall preside at board meetings and at all chapter functions. The president may create or eliminate a committee subject to a majority vote of the Board of Directors.

Section 5 The Board of Directors shall be responsible for these basic functions as well as any others deemed reasonable and proper for the furtherance of the aims of the Society of Professional Journalists: (1) membership and attendance; (2) chapter meetings; (3) professional programs; (4) planning; (5) convention representatives; (6) proposing amendments to these bylaws; and (7) cooperation
with national headquarters in all matters furthering the programs and goals of SPJ. This shall specifically include submission to the Society's National Headquarters of membership rosters, annual reports and financial and other reports as required by the national board of directors and headquarters staff.

Section 6 The board is empowered to hold its meetings at such times and places as a majority of its members shall deem necessary. The president may call a special meeting if a majority of board members agree to hold it. A simple majority of the board shall constitute a quorum for the transaction of official business, except that in an emergency declared by the president the chapter's Executive Committee shall be empowered to act for the board under Article IV, Section 3 of these bylaws.

Section 7 The board or the Executive Committee also may transact official business via the Internet or by telephone conference call in which the discussion, motions, rulings and other board activity or action may be heard or read by all participating members. All board or Executive Committee members will have at least 48 hours to vote or comment on a proposal before action is finalized. Internet or telephone voting is not a substitute for holding regular board meetings and should be used only when a proposed motion is timely and needs to be acted upon before the next regularly scheduled board meeting.

Section 8 All decisions of the board or the Executive Committee made by Internet or telephone voting are subject to reconsideration at the next regularly scheduled or special board meeting. Such a motion must be properly moved and seconded. Only a board member or Executive Committee member who voted in the affirmative in the previous Internet or telephonic vote may move or second for reconsideration.

Section 9 Vacancies among officers or other board members due to death, resignation or other cause shall be filled by a majority vote of the members, following a nomination, present at any meeting. In the event of no nominations, or no person showing interest, the board of directors may appoint a member to the position. A board member may be removed from his or her board seat for just cause by a vote of two-thirds of a quorum of the members of the board.

Section 10 Upon recommendation of the president, any elected board member who fails to attend three regularly scheduled consecutive meetings or a total of four during any given 12-month period without an excuse approved by the board shall be considered to have resigned, upon a majority vote of a quorum of the members of the board. Excuses may include but are not limited to sickness, family emergency and breaking news coverage. Any absence not included in these bylaws shall be discussed and considered by the board of directors.
Section 11. All board meetings and all chapter programs and events shall be considered to be open meetings. Any member in good standing in the chapter and others invited by the Board of Directors may participate in the discussions of the Board of Directors. The board or Executive Committee may adjourn into executive session only if (a) the session, its meeting time and place, and the general subjects of discussion in it are made known to the membership at least 24 hours in advance of the session and (b) only to discuss legal action, the purchase of real property, or discussion (but not voting) on whether to remove a board member under Article IV, Section 9 of these bylaws.

Article V - MEMBERSHIP

Section 1. All members of the Society of Professional Journalists in good standing with the National Society shall be eligible for membership in this Southern Arizona Professional Chapter.

Section 2. No person shall be accepted until his/her application for membership has been approved by the National organization.

ARTICLE VI - CONVENTION ATTENDANCE

The chapter shall be represented at each national convention and at each regional conference by at least one delegate elected by the board who is in good standing with the national society. An alternate may be chosen to go in place of a delegate, but only will be sent by the board if the delegate is unable to attend after being designated to do so.

ARTICLE VII - DUES AND FEES

The amount of local dues to be paid by each member of the chapter shall be fixed by the Board of Directors. Chapter members who fail to pay, except with specific exemption by the board, shall be dropped from membership.

Article VIII - ENACTMENT AND AMENDMENTS

Section 1. These bylaws shall become immediately valid and effective, superceding all previous bylaws, if approved by a two-thirds vote of a quorum of the members of the chapter Board of Directors.

Section 2. These bylaws may be amended in any of the following ways:
   (a) Amendments may be proposed at any meeting of the Board of Directors by any chapter member. Amendments may be approved by two-thirds vote of the board members present at such meeting.
   (b) Amendments proposed at any meeting of the Board of Directors may be referred by majority vote of the board members present to the chapter
membership for consideration and vote.
(c) Amendments may be proposed by a petition containing no less than 25 percent of the signatures of chapter members in good standing at the time the petition is filed with the Board of Directors. Upon timely certification by the board that a sufficient number of petitioners are in good standing, the chapter secretary shall be instructed to send within seven (7) days the text of the amendment(s) and a ballot to each chapter member as outlined in Section 3 below.

Section 3 The text of any amendment(s) proposed under either Section 2 (b) or Section 2(c) and an accompanying ballot shall be sent to each chapter member in good standing, who shall be given a minimum of fourteen (14) up to a maximum of thirty (30) calendar days from the day they are sent to consider and vote on them. Votes must be received by the chapter by the last day of the voting period or shall not be recorded. Amendment(s) will not be considered added to these bylaws unless at least two-thirds of ballots received by the deadline set forth in this section above indicate approval by the chapter membership.

ARTICLE IX - PROCEDURE

The most recent edition of Robert's Rules of Order, Revised, shall be the parliamentary authority for all matters of procedure not specifically covered by these bylaws.

* * * * *

DONE in Tucson, Arizona, this sixth day of April, 2006, the Board of Directors of the Southern Arizona Professional Chapter of the Society of Professional Journalists has formally approved these bylaws, which are now the only and official bylaws of the chapter, and so the members of the board have hereafter inscribed our names:

OFFICERS
Sarah Boggan, president
Daniel Scarpinato, vice president of events
Andrea Kelly, vice president of membership
Polly Higgins, secretary
Shelley Shelton, treasurer

VOTING BOARD MEMBERS:

NON-VOTING BOARD MEMBERS: Jennifer Sterba, First Amendment Coalition Liaison
Subject: Re: membership issues
Date: Tuesday, April 11, 2006 12:12 PM
From: Andrea Kelly <akelly@azstarnet.com>
To: Kevin Schweiher <kschweikher@hq.spj.org>
Cc: "Sarah J. Boggan" <sboggan@azstarnet.com>
Category: Work

Thanks Kevin,

As of our last roster request, these people were on our roster, and
should still be listed as members of the Southern Arizona
Professional SPJ chapter:
Geraldine Sullivan-Carlile
Forrest K. Carr
Daniel J. MacDonald
Harry L. Marshall
William M. Powers
Will E. Seborger
Richard D. Threlkeld
Mark Woodhams

The members missing from our roster are:
Brad Poole
Mark Cowling
Polly Higgins
Susan Knight
Dawna C. Argenbright
Sarah J. Boggan (recently changed name from Sarah J. Bell)
Jenifer R. Jawia (on the roster I have, her name is misspelled with
TWO N's, but it should only have one)
Andrea Kelly
Laurie A. Laine
Levi J. Long
Sarah D. Manet
Jeannine E. Kelly
Arek L. Sarkissian
Daniel L. Scarpinato
Shelley Shelton
Jennifer E. Sterba
Becky Pollock
Kevin Smith
Eric Sagara

Thanks for helping us get the right people on the right roster. There
are also a lot of people in our geographic area who aren't on our
chapter rolls yet, but the list above are people who we know are
members of this local chapter.

Thanks again,

Andrea Kelly
Reporter, Arizona Daily Star
Office: 520-807-8414
Cell: 520-307-0773
Fax: 520-806-3560
akelly@azstarnet.com

On Apr 6, 2006, at 7:16 AM, Kevin Schweiher wrote:
May 17, 2006

Chris Vachon, Associate Executive Director
SPJ
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Ms. Vachon:

I am writing this letter as the faculty adviser to the Bowling Green State University chapter of the Society for Professional Journalists. This letter is requesting the reactivation of our student chapter.

My understanding is that reactivation requires at least eight meetings, including executive board meetings. We had five general meetings academic year 2005-06 and a lot more than three executive board meetings (I do not know the exact number, but I know it is at least six.) We also had four members attend the Region 4 conference in April.

The students have already started planning events for next semester. We plan to have a contingent at the national conference in Chicago and also host an Ohio journalism job and internship fair on the BGSU campus late October or early November.

If there is anything else we need to do to reactivate the chapter, please let me know.

I am looking forward to hearing that we are officially up and running again. My direct office telephone number is 419-372-8176 and my e-mail is nbrendl@bgsu.edu. I am in my office irregularly until June 26, so my home phone number, if you should want to contact me before then, is 419-354-7302. My mailing address and fax number are in the letterhead.

Sincerely,

Nancy Brendlinger
Associate Professor
Department of Journalism

School of Communication Studies
Department of Journalism
302 West Hall
Bowling Green, Ohio 43403
419-372-8349
fax:419-372-0202
www.bgsu.edu/departments/commsst
**CURRENT EXECUTIVE BOARD**

**President:** Dave Herrera  
**Vice President:** Jacqueline Giammara  
**Secretary:** Lisa Halverstadt  
**Treasurer:** Alison Kemp  
**Committee Chairs:** (none)  
**Faculty Advisor:** Dr. Nancy Brendlinger

**MEMBERS LIST** (updated June 1, 2006)  
Faculty members are *italicized*

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May 15, 2003

Mr. David Carlson, President, SPJ
Director Media Lab, College of Journalism
University of Florida
Gainesville, FL 32611

Dear Dave:

First, please again accept my congratulations on your coronation.

Second, now that you are The Man, perhaps you are in a position to help me out.

As you may know, I am a longtime, fairly active member of SPJ (one of the first women—and at the time a broadcast journalist at that—to join the Miami Pro chapter in '72), various offices in various places I've lived (e.g., board member of the award-winning Atlanta pro chapter in the '80s--Carolyn Carlson helped me start the campus chapter at West Georgia College), through advisor of the award-winning chapter here for six years, currently Louisiana sunshine chair, etc. I even tried to get the very successful Press Club here to affiliate with SPJ when I was president (but the PR folk wouldn't hear of it). I have attended numerous national and regional conferences, most with hordes of students (and at my own expense).

However, as I'm sure you know, due to the late unpleasantness, we have just finished the semester from hell—all our students having had to transfer back from other schools attended last fall (the UF evacuees returned reluctantly), returning to our damaged (and in the case of 3/4 of us, destroyed) homes, teaching an overload, no travel money, no raises— and now teaching a summer semester for $0. (In fall, our department of 16 will be down to 6, of which I hope to be one.)

As you can imagine, we are in no position to pay our annual membership dues or to travel to Chicago for the national convention. Since we were unable to receive any of the benefits of membership from August 29th until the present (I tried to change Quill to my Gainesville PO 14203, 32604, but I received only the December issue and nothing since), we are hoping you will see fit simply to extend our membership to cover through next August. And if there is any way I could attend the national on some type of scholarship or hardship waiver or whatever (maybe work behind the registration desk?) I would greatly appreciate it. (I have references: Sandi Chance, Jean Chance, Bill McKeen, Les Carson, Kurt Kent, Ralph Lowenstein, Charles Burke...)

Thank you for your consideration.

Sincerely,

S.L. Alexander, PhD (UF #1, 1990)
alexandr@loyo.edu
ph 504.865.3292
fx 504.865.2333

(As 2nd & 3rd class mail returned May 1, please send Quill to:
PMB 173, 5721 Magazine
NOLA 70115)
June 1, 2006

Board of Directors
Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Board Members:

After a year as a provisional chapter, the University of Idaho Campus Chapter of SPJ seeks formal recognition. Thanks to the enthusiasm of our 2005-2006 student officers, the chapter is off to a good start. It currently has 15 members, making it one of the largest campus chapters in the region.

As an undergraduate at the UI in the early 1970s, I was a member of the Sigma Delta Chi chapter, whose charter dates back to 1948. Sometime in the early 1980s, membership declined and charter lapsed. When I returned to the UI as a faculty member in 1999, I began efforts to reactivate the chapter. Those efforts intensified last year under the interim leadership of advisor David Cuillier.

At Dave’s encouragement, the student members organized a diversity program and six other meetings. They raised money to send seven students to the 2005 SPJ national conference in October 2005 and to the Region X conference in April 2006. The chapter finished the school year with $600 in the bank.

The School’s faculty and I are excited about the chapter’s future. In addition to myself, three other full-time faculty members and our student media advisor are professional members. We look forward to having a thriving student organization to improve and protect journalism at the University of Idaho.

Enclosed is a charter petition, chapter bylaws, a development plan for the chapter, a treasurer’s statement, a check for the $50 installation fee, and other materials required for consideration. If you have any questions, please do not hesitate to contact me. My direct telephone number is 208-885-4947 and my e-mail address is: kbird@uidaho.edu

Sincerely,

Kenton Bird, PhD.
Director

c: Nathan Isaacs Region X director
Petition for Charter Approval

Society of Professional Journalists
University of Idaho Student Chapter

Prepared by David Cuillier, 2005-2006 adviser
June 1, 2006
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PETITION FOR CHAPTER

To establish a campus chapter of the Society of Professional Journalists.

Proposed chapter name:

University of Idaho Campus Chapter

At the university or college or in the area of:

University of Idaho

To the National Board of Directors:

We the undersigned student members of the Society, on the campus of University of Idaho, desiring to aid in the fulfillment of the purposes of our Society, hereby petition for the privilege of establishing a campus charter with the authority to initiate new student members, and with the pledge to abide at all times with the laws and regulations of the Society and to extend its usefulness to the best of our abilities:

SIGNATURES

1. [Signature]
2. [Signature]
3. [Signature]
4. [Signature]
5. [Signature]
6. [Signature]
7. [Signature]
8. [Signature]
9. [Signature]
10. [Signature]

1 This petition form was acquired after the academic year ended in May, so only some of the students could be reached for signing the petition.
PAGE TWO – PETITION FOR CHAPTER

11. ____________________________________________________________________

12. ____________________________________________________________________

13. ____________________________________________________________________

14. ____________________________________________________________________

15. ____________________________________________________________________

Please attach a separate sheet for additional names, if necessary.

The following officers of the petitioning group have been duly elected:

PRESIDENT:     __ Nate Poppino ____________________________

    Street Address  2036 Sherry Drive

    City Twin Falls ______ State ID ______ Phone 208-310-1826

VICE PRESIDENT:     __ Jessica Mullins ____________________________

    Street Address  1716 W. 7th Street

    City Boise ______ State ID ______ Phone 208-371-7456

SECRETARY-TREASURER:     __ Melissa Davlin ____________________________

    Street Address  603 Laudale Drive

    City Meridian ______ State ID ______ Phone 208-874-2327

The chapter adviser is:

ADVISER:     __ Shawn O'Neal (starting fall 2006) ____________________________

    Street Address  Administration Building 347

    City Moscow ______ State ID ______ Phone 208-885-6458


3
The Society of Professional Journalists
University of Idaho Student Chapter Constitution and Bylaws

Article I – Society of Professional Journalists
The organization will be officially named The Society of Professional Journalists University of Idaho Student Chapter.

Article II – Objectives
The objectives of the organization shall be:

a. To introduce students to the professional world of print, broadcast and online journalism.
b. To bring in speakers from the journalism field.
c. To develop skills through workshops.
d. To attend professional conferences within the journalism field.
e. To promote a free press that is the cornerstone of democracy and liberty, and to support the highest standards and ethical behavior in the practice of journalism.

Article III – Membership
a. Any student at the University of Idaho or local journalism professional or faculty member is eligible to be an active member.
b. Only students of the University of Idaho may be a chapter officer.
c. The application procedure entails filling out a membership form and paying the required national and local dues.

Article IV – Officers
a. The officers of this organization are the president, vice president, secretary and treasurer.
b. Only student members in good standing are eligible to be officers.
c. Officers will be elected by hand vote. A majority of votes will constitute a victory.
d. Election of officers will be held at the last official meeting of the academic year during spring semester. Anyone can nominate themselves. All candidates will make a speech to members stating their intentions for the position. New officers begin their duties in May. Elections in the beginning of fall semester or beginning of spring semester will be held if necessary to fill vacant positions.
e. Officers will assume position for one year, or until graduation.
f. Officers must attend a minimum of four meetings per year. Any officer failing the attendance requirement shall be removed from the position.
g. Officers may be removed by a 2/3 vote of members attending an official meeting.
h. Committee chairs, such as for public relations, membership recruitment, and programs, may be elected as needed.

Article V – Voting
a. The constitution and bylaws may be amended by a majority vote.
b. Notice must be given at the meeting prior to a vote.
Article VI – Not-for-profit Statement
The Society of Professional Journalists University of Idaho Student Chapter is a
not-for-profit organization.

Article VII – Statement of Non-discrimination
The Society of Professional Journalists University of Idaho Student Chapter shall
not discriminate on the basis of age, color, ethnicity, gender, national origin, disability or
handicap, race, religion, sexual orientation, and/or Vietnam Era veteran status. This
policy will include, but is not limited to, recruiting, membership, organization activities,
or opportunities to hold office.

Article VIII – Financial Obligations
a. A majority of voting members of the Society of Professional Journalists
   University of Idaho Student Chapter may determine reasonable local dues
   assessed to each member at the beginning of each semester.
b. National dues are set by the National Charter for the Society of Professional
   Journalists.

Article IX – Statement of Non-Hazing
This organization will not conspire to engage in hazing, or commit any act that
causes or is likely to cause bodily danger, physical harm, or personal degradation or
disgrace resulting in physical or mental harm to any fellow student or person attending
the institution.

Article X – Statement of Compliance with Campus Regulations
The Society of Professional Journalists University of Idaho Student Chapter shall
comply with all university and campus policies and local, state, and federal laws.

Article XI – Ratification
This constitution shall become valid upon approval by two-thirds of the local
membership. This constitution shall supersede any previous bylaws. The bylaws will be
reviewed each fall semester and can be amended by a two-thirds vote of the membership.

Article XII – National Affiliation
a. In order to maintain good standing with the national bylaws set by SPJ National
   Headquarters, the chapter must be represented at the national SPJ convention. If
   feasible, the chapter will be represented at the regional convention.
b. Each spring, after officer elections, the executive board will select the chapter’s
delegation to the national convention. The delegation will include at least one
voting delegate, depending on current membership levels.
c. Any member may choose to attend the national convention but the executive
board will decide which members will receive subsidized funding for travel
expenses, as available.
The Society of Professional Journalists
University of Idaho Student Chapter Bylaws

I. Executive Board Officers
A. President
   1. Coordinates all activities of the organization.
   2. Liaison to the university community.
   3. Official representative of the organization.
   4. Calls regular and special meetings.
   5. Presides at meetings.
   6. Prepares agendas.
B. Vice President
   1. Assumes duties of the president, when necessary.
   2. Performs administrative duties as delegated by the president.
   3. Responsible for membership recruitment.
   4. Maintains and updates a current membership list.
   5. Promotes the chapter by coordinating public relations efforts.
C. Secretary
   1. Maintains accurate and current information, archiving chapter activities.
   2. Keeps accurate minutes of each meeting, forwards copies to other members, and posts on the Web site.
   3. Updates and maintains the chapter Web site.
   4. Responsible for writing and submission of the annual report every spring to the national Society of Professional Journalists office.
D. Treasurer
   1. Liaison to the School of Journalism and Mass Media administrative assistant for organizational funding.
   2. Maintains accurate and current account of all organizational funds and communicates the financial status to the rest of the group.
   3. Responsible for dispensing of funds in accordance of goals and programs established by organization.
   4. Responsible for fundraising.

II. Committees
A. The following committees may be formed and can include one or more members:
   1. Membership – shall determine criteria for induction and application to SPJ.
   2. Fundraising – shall determine the needs for facilities and programs seeking venues of funding.
3. Freedom of Information – shall be responsible for informing the community and keeping them aware of their rights as citizens under freedom of information laws.

B. Each committee formed by the chapter shall meet as necessary.

C. Other committees may be formed as needed, as decided by a majority vote of the membership, such as Project Watchdog, diversity or community service committees.

III. Meetings

A. Meetings will be open to all organization active and associate members, faculty, and invited guests.

B. The meetings are controlled and organized by officers and active members.

C. Regular meetings shall be held at least eight times an academic year to satisfy national SPJ standards.

D. A quorum shall consist of a simple majority of the membership, which must include at least one officer.

E. Meetings shall be open to the public and the chapter will voluntarily follow the intent and letter of the Idaho Open Meetings Act.

IV. Adviser

A. The faculty adviser, appointed by the School of Journalism and Mass Media, shall oversee expenditures of the organization and make recommendations to the body he or she feels necessary. However, the content of programs and activities are to be decided by the officers and members within the standards university student group policies. The adviser may voice opinion in the guidance of SPJ, but shall have no vote.

B. Only faculty members in good standing with national SPJ may serve as chapter adviser.

C. The adviser may be removed by a 2/3 vote of the chapter membership at a meeting after attempts to mediate through the SPJ Regional Director have failed.
3. CHAPTER DEVELOPMENT PLAN


During this academic year, interest in starting a Society of Professional Journalists chapter was launched by journalism students who got together to meet informally. A dozens students put on programs, solicited memberships, and attended national and regional SPJ conferences. This led to the initial petition for requesting provisional status.

Provisional status (2005-2006)

This past year the chapter elected officers, put on programs, and met with Region 10 Director Nathan Isaacs. A faculty adviser was appointed by the School of Journalism and Mass Media to assist the students. Fund-raising supported student travel to conferences and meeting expenses. The chapter met the requirements as a two-star chapter, and elected new officers for the 2006-2007 academic year.

First year as official chapter (2006-2007)

It is the goal of the chapter for its first year as an officially recognized chapter to obtain three-star status by putting on at least eight meetings. Fund-raising will continue to help in sending representatives to conferences. The recruitment goal for the year is to have at least 17 members, exceeding the previous year’s 15. Support will continue from the School of Journalism and Mass Media.

Second year (2007-2008) and beyond

The chapter should be well-established and have enough active members to achieve four-star status this year. Not only will eight meeting be scheduled, but some of those will encompass diversity, FOI, Watchdog and service projects. The goal is to garner at least 20 members, and maintain that level, making it one of the largest and most active student chapters in the region.
4. TREASURER’S STATEMENT

The University of Idaho chapter has the ability to pay the $50 installation fee and send a delegate to the national convention and regional convention. This past year the chapter started with $29 and ended with more than $600. For being a provisional chapter, UI SPJ was able to garner contributions from alumni, student government, and a fundraiser selling Krispy Kreme Donuts.

Bank balance at beginning of academic year ......................... $28.92
Amount of funds raised this academic year ......................... $2,387.50
Expenses incurred this academic year ................................. $1,814.51
Closing bank balance as of this report, May 15, 2006 .............. $601.91

Fund Raising


- Solicitation. We undertook a letter-writing campaign to ask for donations from alumni and local media for our trip to the 2005 National SPJ Convention. Also, the chapter adviser donated his advance royalties for a journalism reporting textbook to the chapter to pay for pizza and recruitment incentives.

- Sales. Our chapter sold Krispy Kreme doughnuts for profit, but it was not a very good fundraiser. It was too much work to drive nearly four hours there and back to Spokane, Wash., from Moscow, Idaho.

- Student club grant. The chapter requested grant funding from the student government and received it for helping students go to the national conference. As a university club, funding was available.

- Chapter dues. We collected dues of $5 per member. However, given the relatively small amount collected ($75), we discourage chapter dues in order to encourage students to become members.
5. MATERIALS FROM ORIGINAL PETITION

Aug. 26, 2005

Kevin Schweikher
Membership Coordinator
Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Mr. Schweikher,

The journalism students and faculty at the University of Idaho’s School of Journalism and Mass Media respectfully petition the Society of Professional Journalists to form a provisional student SPJ chapter.

Enclosed is a check for $25 to cover the provisional chapter application fee. Also enclosed you will find a description of how we meet the criteria for student chapter status, including:

1. list of the names, addresses and telephone numbers of 10 current student SPJ members who would like to form the chapter, including five who are willing to be officers.
2. description of the name, qualifications and professional memberships of a University of Idaho journalism instructor and SPJ member who is willing to advise the chapter.
3. description of the university journalism curriculum and journalism faculty support.
4. description of the petitioning group, identifying the students by major subject, class year, and journalistic experience.
5. description of journalistic endeavors and activities at each school, such as the award-winning campus newspaper, magazine and broadcast stations.

We are proud of our journalism program’s focus on quality undergraduate education, and think a student SPJ chapter will enhance their experience in school and beyond. A cadre of UI journalism students will attend the national SPJ conference in October to accept a first-place award for general excellence for the campus newspaper, the Argonaut.

If you have any questions, please do not hesitate to contact us. We look forward to your response and putting on a series of programs on campus this academic year.

Sincerely,

David Cuillier
Adviser
509-335-2979
davidc@wsu.edu
Qualifications for a provisional student chapter at the University of Idaho

1. Names, addresses, and telephone numbers of 10 students, including five willing to be officers, all who are current paid SPJ members.

   1. Sam Taylor  
      301 Lauder Avenue, Moscow, ID 83843; (208) 582-1206.
   2. Nate Poppino  
      2036 Sherry Drive, Twin Falls, ID 83301; (208) 885-8580.
   3. Fred McNeill  
      301 W. Lauder Avenue, Moscow, ID 83843; (208) 582-1206.
   4. Abbey Lostrom  
      1100 Saratoga Drive, Boise, ID 83706; (208) 345-7931.
   5. Megan Emery  
      605 Almon St. #3, Moscow, ID 83843; (208) 306-9136.
   6. Cady McCowin  
      821 S. Jefferson, Apt. 4, Moscow, ID 83843; (208) 882-4410.
   7. Dan Bickley  
      523 W. Taylor No. 2, Moscow, ID 83843; (208) 596-5208.
   8. Emily Thomason  
      1428 E. B St., Moscow, ID 83843; (208) 310-9575.
   9. Cynthia Reynauld  
      609 Elm Street, Moscow, ID 83843; (406) 690-4087.
  10. Jon Ross  
      1662 Levick Street, Moscow, ID 83843; (208) 310-6350.

Willing to be officers: Sam Taylor, Nate Poppino, Fred McNeill, Emily Thomason and Cynthia Reynauld.

Chapter officers May 2005 through May 2006

- Sam Taylor, president: (208) 582-1206, 301 Lauder Ave., #304 Moscow, ID 83815. Membership number: 521347
- Nate Poppino, vice president: (208) 310-1826, 2036 Sherry Dr. Twin Falls, ID 83301. Membership number: 520225
- Fred McNeill, secretary-treasurer: (208) 660-2427, 301 Lauder Ave., #304 Moscow, ID 83815. Membership number: 525559
- Emily Anderson, public relations chair: (208) 863-7712, 209 W. Taylor Apt. 18, Moscow, ID 83843. Membership number: 526553
- Stephen Clark, recruitment chair: (208) 412-9094, 509 University Ave., #2, Moscow, ID 83843. Membership number: 527011
- David Cuiller, adviser: (509) 334-1383, 1965 N.W. Valhalla Drive, Pullman, WA 99163. Membership number: 518707

Chapter officers May 2006 through May 2007 (elected April 25, 2006)

- Nate Poppino, president: (208) 310-1826, 2036 Sherry Dr. Twin Falls, ID 83301. Membership number: 520225
- Jessica Mullins, vice president: (208) 371-7456, 1716 W. 7th Boise, ID 83702. Membership number: 529154.
- Melissa Davlin, secretary-treasurer: (208) 874-2327, 603 Laundale Drive, Meridian, ID 83642. Membership number: 83642
- Shawn O'Neal, adviser: (208) 885-6458, Administration Building, Room 347, University of Idaho, Moscow, ID 83844.
2. Name, qualifications, and professional membership of faculty member who is willing to serve as adviser.

David Cuillier served as adviser for the chapter in 2005-06. Cuillier teaches public affairs reporting and media law/ethics at the University of Idaho, and has taught media writing and news reporting in the past at the school. He worked for a dozen years as a newspaper reporter and editor before entering graduate school and advising the campus newspaper at WSU for two years. He is now completing his doctorate at Washington State University while teaching part-time at the University of Idaho.

He joined SPJ in the 1980s while serving as president of the Western Washington University student chapter (named best chapter in Region 10 that year). He is a current active member of SPJ, attending the 2005 national conference in Las Vegas and will attend the 2006 national conference in Chicago. He also is an FOI trainer for the SPJ newsroom training program and teaches access to public records and meetings in a variety of venues.

Cuillier will be leaving the University of Idaho in summer 2006 to teach journalism at the University of Arizona starting in August 2006. The chapter advising duties will be assumed by Shawn O'Neal, adviser to the campus newspaper and adjunct journalism instructor. O'Neal has professional experience in newspaper and online media.

3. A description of the university and a statement as to the curriculum offered and journalism faculty support.

The University of Idaho is a four-year public research university in Moscow, Idaho, that includes the School of Journalism and Mass Media within the College of Letters, Arts, and Social Sciences. The UI has a tradition of preparing students for careers as media professionals, offering bachelor's degrees in print journalism, radio-TV-digital media production, advertising and public relations.

The School, with seven full-time faculty positions and a dozen part-time lecturers and professionals in residence, offers a variety of journalism courses regularly, including media and society, media writing, news writing, public affairs reporting, feature writing, environmental reporting, media law/ethics, news editing, publications editing, cultural diversity and the media, principles of radio and television, radio, television and digital production, lighting, broadcast news, broadcast announcing, broadcast studio production, public radio journalism, documentary film production, advanced broadcast news, history of mass media, media criticism, and courses in advertising and public relations (Course list in the Appendix; Official School Web site at http://www.class.uidaho.edu/jamm/).

Specific to journalism, the School currently employs three full-time permanent faculty and eight part-time lecturers whose principal teaching duties lie in the field of journalism (broadcast and print). Also, two full-time professors in journalism and broadcasting will be hired this coming year. Other faculty in the School teach advertising and public relations. Four faculty members are members of SPJ in good standing: David Cuillier, Kenton Bird, Sue Hinz, and Glenn Mosley.

Below are descriptions and contact information for the three full-time permanent faculty who teach journalism.

- Dr. Kenton Bird, director of the School of Journalism and Mass Media. SPJ member. Worked 15 years as a newspaper reporter and editor. Teaches media and
society, public affairs reporting, history of mass media and other journalism courses. kbir@wsu.edu, 208-885-4979.

- Glenn Mosley, director of broadcasting. SPJ member. Worked for years in public radio. Teaches broadcast reporting, production and other classes. gmosley@uidaho.edu, 208-885-6020.

- Dr. Patricia Hart, assistant professor. Teaches media writing, book publishing and other courses. psh@uidaho.edu, 208-885-6012.

The following instructors are part-time faculty or adjunct lecturers who teach journalism courses. All of them have professional experience.

- Dennis Deccio. An executive for KRPL radio. Teaches advertising and broadcast writing. dtdeccio@uidaho.edu, 208-885-6458.

- David Johnson. Has worked 27 years as a newspaper reporter. Teaches feature writing. devyone@potlatch.com.

- Bill Loftus. Worked 16 years as a newspaper reporter. Teaches environmental writing and media writing. bloftus@uidaho.edu, 208-885-7694.

- Shawn O’Neal. Worked for CBS SportsLine. Advises the campus newspaper and magazine and teaches media writing. shawno@sub.uidaho.edu, 208-885-2220.

- Vicki Rishling. Worked in newspapers for decades. Teaches media writing and news reporting. rishling@uidaho.edu, 208-885-6019.

- Craig Staszkow. Page designer for the Moscow-Pullman Daily News. Teaches media writing. craigs@uidaho.edu.

- Darin Watkins. Former television reporter for KING-TV and KIRO-TV in Seattle, among other places. Teaches broadcast courses. dwatkins@uidaho.edu.

4. A description of the petitioning group, identifying the students by major subject, class year, and journalistic experience.

The petitioning group is comprised of three students who are spearheading the charge this year, in coordination with Dr. Kenton Bird and instructor David Cuillier:

- Sam Taylor, journalism major, minor in political science, senior. Summer internships at the St. Mary's Gazette-Record in St. Mary's, Idaho and at the Lewiston Tribune, in Lewiston, Idaho. Correspondent work for the Idaho Spokesman-Review in Coeur d'Alene Idaho. News Editor of the University of Idaho Argonaut. Course experiences in basic reporting, advanced news reporting, feature writing, publications editing, media history, media law and ethics, introduction to film production, other various film classes.


- Nate Poppino, journalism major, history minor, junior. Summer internship at the St. Mary's Gazette Record in St. Mary's, Idaho. Correspondent for the Times-News in Twin Falls, Idaho. Assistant news editor of the University of Idaho Argonaut. Course experience in basic news reporting, history and law.
5. A description of journalistic endeavors and activities at each school, such as a campus newspaper or broadcast outlet.

Journalism at the University of Idaho is healthy and growing. Here are just some of the indicators that demonstrate a strong commitment to journalism:

- The Argonaut, the student newspaper that consistently wins national awards, won first place for general excellence in the 2005 national SPJ Mark of Excellence contest for papers published 2-3 times a week.

- The new UI student magazine, the Blot, won first place in the 2005 regional SPJ contest for its inaugural year of publication. The Blot and Argonaut offer students excellent opportunities for earning clips and experience.

- Broadcast activities include radio, television and documentary film productions through courses. Also, students earn experience working at the campus radio station, KUOI-FM, and are exposed to broadcast media through the university’s affiliation with Northwest Public Radio and Idaho Public Television, which have operations located at the School’s Radio-TV Center. One of the professors continues to report for Northwest Public Radio.

- In 2005, journalism students earned top national internships, including for Scripps Howard covering Congress, Dow Jones copy editing, and Chips Quinn.

- Faculty gain national attention through awards given by the Association for Education in Journalism and Mass Communication, articles published in Newspaper Research Journal and media law journals, and documentaries aired on National Geographic Channel and other venues.

- This summer the school moved to better facilities on campus, offering students better classrooms and more professional accommodations.

- The School is dedicated to fostering diversity in the media, hosting for the fifth year its annual summer high school journalism workshop, which seeks out students in the Northwest of diverse backgrounds, sponsored by Scripps Howard.
Courses offered at the University of Idaho

JAMM 100 Media and Society (3 cr). Overview of mass media: history and structure of media organizations; the political, economic and social context of media; legal and ethical considerations; media literacy; cultural approaches to mass media research.

JAMM 121 Media Writing and Information Gathering (renamed Media Writing fall 2004 catalog) (3 cr). Basic principles of writing for print, broadcast and online media; skills in identifying and evaluating credible information. Two 2-hr lab-lecs a wk. Prereq: English 102 and ability to type. (Note: this course will be renamed Media Writing beginning summer 2004 session.)

JAMM 225 News Writing (renamed Reporting fall 2004 catalog) (3 cr). Writing news for print, broadcast and online media. Introduction to newsroom structures and processes, news judgment and decision making. (Note: this course will be renamed Reporting beginning summer 2004 session.)

JAMM 252 Principles of Public Relations (3 cr). Understanding public relations programs, functions and techniques; projects related to student's interest.

JAMM 265 Principles of Advertising (3 cr). Survey of advertising practices and the role of advertising in American society, including effects on consumers; regulation, media, and advertising as a creative process.

JAMM 270 Principles of Radio and Television (3 cr). Basic writing principles in audio, video, and online formats. Introduction to commercials; news and sports; talk shows; music, variety, and comedy programs; educational, corporate, and children's programs. An examination of radio and television industry practices and station policies.

JAMM 275 Introduction to Video/Television & Digital Media Production (3 cr). Introduction to art and craft of various broadcast media-related production environments. Emphasis on aesthetics of story telling through visual imagery, sound, and associated processes of production covering scripting, directing, and editing. Work with both analog and digital equipment for field and studio assignments.

JAMM 280 Lighting (3 cr). Practical experience in studio and field lighting techniques for video/television and digital media production.

JAMM 299 Directed Study (cr arr). Prereq: permission.

JAMM 322 Broadcast News (3 cr). News reporting for radio, television and the internet, emphasizing writing, editing, producing, and on-air performance skills; analysis of broadcast news practices. Prereq: JAMM 270 or 225, or permission.

JAMM 324 News Editing and Production (3 cr). News selection, evaluation, editing, display, pagination and design for print and online media. Prereq: JAMM 225, or permission.

JAMM 325 Publications Editing (3 cr). Introduction to the development, management, editing, design and distribution of print and web publications; focuses on periodicals, such as magazines and student-originated projects.

JAMM 340 Cultural Diversity and the Media (3 cr). An examination of media studies scholarship related to aging, class, disabilities, gender, race and sexual orientation.

JAMM 350 Public Relations Writing and Production (3 cr). Public relations writing, publication and design processes for print, broadcast and online media.
JAMM 361 Advertising Creativity (3 cr). Advertising creative process in print, broadcast and online media, including copywriting and production processes and techniques. Prereq: JAMM 265.

JAMM 364 Advertising Media Planning (3 cr) (C). Advertising media planning for broadcast, print and online media; includes interpretation of ratings and market data, media strategies and concepts, and specific buying process in each advertising medium. Prereq: JAMM 265.

JAMM 370 Digital Audio Production (3 cr). Audio production principles and techniques, with an emphasis on sound design, writing and announcing skills; digital technologies for radio, television, internet, and music recording.

JAMM 371 Broadcast Announcing (3 cr). Principles of effective and responsible on-air media, including voice analysis and improvement; pronunciation and articulation; audio and video performance.


JAMM 376 Digital Animation in Mass Media (3 cr). Creation and animation of both video and graphics in the digital realm for television, film, and interactive multi-media. Production fundamentals through individual projects will be emphasized as a means to help stimulate viewer attention and to improve the processing of information and content. Prereq: JAMM 275.

JAMM 377 Documentary (3 cr). Theoretical examination of the documentary in the mass media; development and evolution of nonfiction film, television, radio; documentary style and form; documentary’s power to communicate; issues raised by documentary.

JAMM 378 American Television Genres (3 cr). Historic development of dominant television genres, discussion of characteristics unique to each genre; examination of the cultural context of television programming.

JAMM 400 (s) Seminar (cr arr). Prereq: permission.

JAMM 401 (s) Practicum (1 cr, max 6). Graded P/F. Prereq: permission.

JAMM 403 (s) Workshop (cr arr). May be graded P/F. Prereq: permission.

JAMM 404 (s) Special Topics (cr arr). Prereq: permission.

JAMM 420 Public Radio Journalism (3 cr). History and development of news in public radio style; writing and production of news documentaries, features, and enterprise stories; use of advanced audio production techniques in story telling. Prereq: JAMM 322 or permission.

JAMM 422 Advanced Broadcast News (3 cr). Advanced news reporting for radio, television and the internet, emphasizing writing, editing, producing, and on-air performance skills; analysis of broadcast news judgements and decision making. Prereq: JAMM 322.

JAMM 425 Feature Article Writing (3 cr). Writing human interest stories, editorials, reviews, and columns. Prereq: JAMM 225 or permission.

JAMM 428 Environmental Journalism (3 cr). Reporting on natural resources issues and the environment. Prereq: JAMM 225 or permission.

JAMM 440 Culture and Mass Media (3 cr). Cultural study of mass media technologies and their relationship to society; an examination of the social and cultural impacts of technologies.

JAMM 442 Media Law and Ethics (3 cr). Examination of First Amendment law and the ethical responsibilities of media professionals.

JAMM 443 Media Management and Economics (3 cr). Management principles as they apply to mass media; emphasis on personnel management, budgeting, programming, sales, marketing and promotion, legal constraints, new technologies, and strategic planning; study of media ownership.

JAMM 444 Mass Media and Public Opinion (3 cr). Role of media in the formation of public opinion; overview of survey methodology and interpretation.

JAMM 445 History of Mass Media (3 cr). Growth and development of mass media in the U.S.

JAMM 449 Media Criticism (3 cr). Examination of critical approaches to the study of mass media, including interdisciplinary interpretations of media and culture.

JAMM 452 Public Relations Campaign Design (3 cr). Examination of public relations programs; practice in developing and executing campaigns with emphasis on problem/issue identification, design of campaign elements, presentation skills and equipment. Prereq: JAMM 252.

JAMM 458 Public Relations Case Studies and Issues Management (3 cr). Examination of actual and created public relations case studies; reasons for their success or failure examined and evaluated. Prereq: JAMM 252.

JAMM 466 Advertising Campaign Strategy (3 cr). Advanced advertising strategies in creative approaches and media usage; current ad campaigns and development of a complete advertising campaign for a client. Prereq: JAMM 361, 364.

JAMM 468 The Advertising Agency (3 cr). Functioning of an advertising agency, including management, accounting, creative and media buying systems, government regulation, account management, and creative strategies in the marketplace. Field trips. Prereq: JAMM 466 or permission.

JAMM 469 Advertising Competition Team (3 cr). Participation in the National Student Advertising Competition (NSAC). Students form an advertising agency and produce a complete ad campaign for an actual national client. Includes attendance at the regional professional conference of the American Advertising Federation. Prereq: junior/senior standing and permission.

JAMM 475 Advanced Video/Television & Digital Media Thesis Production (3 cr). Thesis production and program content development for television, documentary, and narrative cinema. Combines advanced techniques, aesthetics, and craft of the overall broadcast production disciplines. Projects will be produced primarily within the digital environment. Final thesis work will be showcased at annual digital media festival. Prereq: JAMM 275, 375.
JAMM 478 Radio/Television/Web Programming (3 cr). Program development, theory, and scheduling, with emphasis on the regulations and strategies involved in radio, television, cable, and web programming at both the national and local levels.

JAMM 490 Global Media (3 cr). Technologies and concepts of international media; models of international content flow; cross-cultural mass media.

JAMM 498 (s) Internship (0-3 cr, max 6). Supervised experience in professional media organization. Graded P/F. Prereq: perm of director, School of Journalism and Mass Media.

JAMM 499 (s) Directed Study (cr arr., max 6). Prereq: permission.
6. SUCCESS OF CHAPTER GRADUATES

Graduates of the School of Journalism and Mass Media at the University of Idaho find successful careers in journalism.

Students earn top awards in journalism while at the University of Idaho, including the Argonaut’s first place national award in the 2005 Mark of Excellence contest for non-daily campus newspapers. They land top internships, including Dow Jones editing and Chips Quinn reporting internships. Out of University of Idaho graduates earn top awards, including Marty Trillhaase’s Edward Willis Scripps award for editorial writing.

University of Idaho graduates work for top media organizations, including The Associated Press, San Francisco Chronicle, The Los Angeles Times, and USA Today. They cover Idaho, the Pacific Northwest, United States and in countries such as Croatia, Kosovo, and Norway. Graduates work in newspapers, television, radio, and top public relations and advertising positions. Graduate also have started media companies, including Mr. Moviefone. A list of some alumni is provided on Page 21, and a more complete list is online at http://www.class.uidaho.edu/jamm/alumni.htm.
7. JOURNALISTIC ACTIVITIES

The following are a list of journalistic programs and activities conducted by the chapter in 2005-06.

1. **Introductory meeting**
   Sept. 13, 2005
   We had a career panel with six media professionals. We discussed the types of classes they took in college, what they thought we should take, resume tips, internship experiences, what their backgrounds were, etc.
   Professionals in attendance:
   - Kate Baldwin, Moscow-Pullman Daily News, education reporter
   - Dave Johnson, Lewiston Tribune, “roving reporter”/Palouse reporter
   - Dean Ferguson, Lewiston Tribune, political reporter
   - Gary Graham, Spokesman-Review managing editor
   - Greg Meyer, KLEW TV news director, in Lewiston, Idaho
   - Mary Hawkins, Northwest NPR programming director, Pullman, Wash.
   - Evan Ellis, Border 104 news director, Moscow, Idaho

2. **Career panel**
   Nov. 1, 2005

3. **“Going to the Darkside”**
   Dec. 6, 2005
   Tales of three public relations specialists who started out as journalists. We wanted to get their thoughts on their experiences as well as the symbiotic relationship that reporters and those in PR have. Aside from those two guests, we also had Bert Sahlberg, communications coordinator for Lewis-Clark State College in Lewiston, Idaho. Bert was a sports reporter and editorial writer for the Lewiston Tribune for 20 years before becoming the head of public relations at LCSC. It was a great meeting in which we also had members of the University of Idaho Public Relations Club attend. This was by far our largest attended meeting. Everyone seemed interested in this topic.

4. **Meet the pros**
   Feb. 1, 2006
   Meeting with future Snake River professional chapter and how they wanted to work with the UI SPJ student chapter. Surprisingly, for a short notice on this, we had a decent turnout. In fact, there were more UI SPJ members at the professional chapter meeting than there were professionals. We had a neat talk with Tom Henderson.

5. **Diversity program**
   Feb. 28, 2006
   Spokesman-Review reporter Virginia de Leon spoke to our chapter and engaged us in a workshop on religion and culture reporting. We discussed the intricacies of such reporter and also issues we had on our campus. This was a great meeting. We had a large turnout and everyone seemed very interested in asking questions to Virginia. We had great feedback from her on issues on our campus that we cover and should cover as well.
6. **Resume workshop**  
March 28, 2006  
This meeting had a very small turnout. People got busier and busier during this time because it is frequently a test time at our school. Only myself and the vice president showed up to share our resumes with our adviser, Dave Cuillier.

7. **Final meeting**  
April 25, 2006  
Met with Region 10 Director Nathan Isaacs. Discussed the potential of an all-region collegiate investigative project. We had an OK turnout. It was the end of the year and people were burned out. Nevertheless, it was great to hear the various ideas from Nathan Isaacs on potential projects like a records request investigative report on campuses, environmental issues, etc. We also got to relay our concerns as to what we wanted out of the region. Our members requested more contact with the region director and other professional and student chapters. We suggested a regional version of SPJ Leads or some other e-mail as well as reminding Isaacs to try to update the regional blog.
8. UNIVERSITY OF IDAHO JOURNALISM ALUMNI

The following is a list of just some of the recent University of Idaho School of Journalism and Mass Media graduates:

2005 graduates:
- Jason Brown: independent filmmaker in Los Angeles, working on a documentary regarding hurricane Katrina and a producer for stimTV, a new Internet entertainment network.
- Kianna Hail: promotions producer for KAPP-TV in Yakima, Wash.
- Chris Kornelis: arts reporter for The Sun newspaper in Bremerton, Wash.
- Hector Mucharraz: publicist for PR Workshop in Mexico City.

2004 graduates:
- Jenny Sue Anchondo: News anchor/reporter at KNDU-TV in Kennewick, Wash.
- Jake Alger: Editor of the business and opinion sections of The Idaho Press-Tribune in Nampa, Idaho.
- Andrew Agalsoff: Promotions producer/writer at KTVB in Boise, Idaho.
- Angela Martin: A news editor at KREM-TV in Spokane, Wash.
- Brian Passey: Regional correspondent for USA Today and government reporter for The Spectrum in St. George, Utah.
- Danielle Tuott: News producer at KTVB-TV in Boise, Idaho.

2003 graduates:
- Emily Albrechtsen: Weekend news editor at KGW-TV in Portland, Ore.
- Bonnie Loftus: News producer at KTVK-TV in Phoenix, Ariz.
- Kaycee Murray: News reporter at KTVB-TV in Boise, Idaho.
- Farris Sanders: Feature writer at the Union Bulletin in Walla Walla, Wash.
- Vida Senci: Reporter for the Sportske novosti, Croatia.

2002 graduates:
- Lisa Bell: News anchor for WEAR-TV in Pensacola, Fla.
- David Browning: Sports page designer for the Houston Chronicle.
- Wyatt Buchanan: General assignment editor for the San Francisco Chronicle.
- Jennifer DeGraffenreid: Editor for the Coeur d’Alene Tribe’s monthly newspaper, Council Fires.
- Lindsey Roberts: Investigative reporter at WVEC-TV in Norfolk, Va.
MEMORANDUM

DATE: June 13, 2006
FROM: Staff
SUBJ: PR COMMITTEE REPORT FOLLOW-UP
FOR: Executive Committee

Summary: Below is a report in response to SPJ’s national marketing/PR committee, which submitted its recommendations for improved communications to the executive committee in October 2005. Many of these recommendations were made before the hiring of Beth King, SPJ’s communications manager. Therefore, some of the suggestions no longer apply and have been omitted from this report.

External communications:
Summary: This committee does not recommend retaining outside help at this time for the following reasons:

1. SPJ has not specifically budgeted for an external marketing campaign and would have to dip into savings.
   ***Action: None needed.

2. SPJ needs to do more extensive analysis about its current standing in the media.
   ***Action: Beth King searches the internet each day for stories/pick-ups that mention SPJ and shares those with staff and volunteer leaders. More extensive research could be conducted, but would pull Beth away from her other duties. Our recommendation is to let Beth focus on raising the awareness of SPJ as a source base and journalism advocate. A better idea would be to conduct this research a year or two after Beth has been on board. To do so just five months after her hiring would only highlight what we know: SPJ needs a communications specialist.

3. SPJ would be better served by dropping AscribeWire and picking up a more popular news service, such as PRNewswire or BusinessWire.
   ***Action: The committee report was in error when it reported that SPJ paid for the Ascribe service; it is/was free.

   With our recent subscription to Vocus, subscribing to any additional news service would not be an effective use of resources. Vocus gives us the ability to reach nearly every journalist in the country in a form they prefer. This is a much more effective way to communicate.

4. Additional recommendations
   a. Within the current budget, SPJ could — and should — establish relationships with key publications and their beat reporters. This should be a priority for every national president and any staff member hired to handle SPJ’s marketing and communications:
      ***Action: Beth has been charged with developing a list of contacts at major news outlets around the country. This will further evolve when the Archibald Intern begins this summer. Beth has already established contacts with MSNBC, CNN and CBS.
b. Within the current budget, SPJ staff should become devoted to searching ProfNet for opportunities to contribute to stories.

*** Action: We have listed SPJ leaders on ProfNet at no cost. It costs $600 per annum to be able to search.

Internal communications:

1. E-mail
   
   A. Replace as many snail-mailings with e-mail as possible.
      
      ***Action: Staff is currently investigating the possibility of submitting initial invoices via e-mail. Also, staff is in the process of updating our e-mail list, which has hundreds of outdated e-mail addresses.

   B. All e-mail generated by the Society should be in an HTML format such as SPJ Leads.
      
      ***Action: Done.

   C. E-mail should become a true member benefit.
      
      ***Action: We currently send out SPJ Leads weekly and PressNotes each day. If our members subscribe to both, they are already receiving six e-mails from SPJ per week. And that doesn’t include any e-mail blasts that may be sent out by staff or local chapter leaders to promote other area events/activities. We also will soon be sending a regular monthly e-newsletter to chapter leaders with tips, advice, etc. We must be careful not to over-saturate our members; e-mail don’t want them tuning us out.

   D. E-mail should connect new and renewing members to spj.org and a local chapter immediately. Every new member should be given a pre-assigned login for spj.org, rather than requiring people to “opt-in” and create their own member account.
      
      *** Action: In re an automatic login, this may be available to us when we upgrade the database to the new e-Series modules. Currently, the member login is not tied directly to the database, but rather to the Web site. All passwords are encrypted. All members with existing logins would have to create new passwords. A one-time inconvenience.
      
      *** Action: Under our new membership plan, members will receive a call from a local chapter leader within three months of joining. Who better to sell the local benefits?

   E. Maintain PressNotes (daily) and SPJ Leads (weekly).
      
      ***Action: Will continue to distribute both, will research ways to heighten the awareness of PressNotes, either through direct e-mail or on SPJ.org. The committee suggested sending PressNotes to all of our members once a year. This is still an option, but doing so might not be as easy as it sounds without sending out duplicate messages. Not everyone that subscribes to PressNotes is an SPJ member.

   F. Annual Report. Every SPJ member should receive a copy and it should be posted online and that members receive e-mail explaining how they may access it.
      
      ***Action: Sending a hard copy to every member is cost prohibitive. Summarizing the report in the SPJ Report section of Quill and/or SPJ Leads with a link to the report online will accomplish the goal. SPJ leaders, donors and potential finders will continue to receive a hard copy.

   G. Quarterly membership rosters. The committee recommends that chapter leaders receive quarterly membership records via e-mail in the form of pdf documents.
**Action:** As part of our new membership plan, each chapter leader will receive instructions on how to download their chapter roster at spj.org. In addition, we are pursuing an option to make the online search more specific. For example, leaders could go online and search all the new members during the past 3 months. This would keep them from having to compare pdfs and rosters.

2. **Snail mail**
   
   A. **Membership packets:** The committee recommends that arrival of SPJ’s membership card (which should be more substantial) should come in what looks more like a packet. Also, there should be two packets available, one for new members and one for renewing members.
      
      **Action:** We have broken this recommendation down even further. We are developing two types of new-member packets: one for student members/young journalists and one for professionals. We also have revamped the packet for renewing members that will contain information about SDX and the importance of its role to SPJ.
   
   B. **Invoice mailings:** The committee recommends that every invoice should contain and “SPJ Working for You” flyer and a flyer about upcoming training opportunities.
      
      **Action:** We are currently sending “Working for You” in our invoices. In the near future, the back of this piece will contain information about programs and training.
   
   C. **Mailings at 3-month and 6-month period from president.**
      
      **Action:** We will replace the president’s letter (which they get with their invoice and welcoming packet), with calls at the 3-month period from local leaders and e-mails at the 6-month period with local and national volunteer opportunities.
   
   D. **The Journalist magazine:** The committee recommends all members receive a copy.
      
      **Action:** None needed.
   
   E. **Membership recognition:** The committee recommends that members receive rewards for milestones:
      
      **Action:** Already have 25-, 35- and 50-year pins. Will get pricing on adding some additional milestone pins by convention.
   
   F. **The committee recommends a snail mail accompany the e-mail sent to graduating college students.**
      
      **Action:** We recommend sticking with e-mail because many student addresses are bad the minute kids leave campus. And for a lot of students, their campus address is the only one we have on file. E-mails are far less likely to change that quickly. In the e-mail, we will provide links back to SPJ.org for local chapter contacts, sunshine chairs, etc. In addition, student membership applications will require a permanent address by the start of the 2006-2007 academic year.

3. **Web site, spj.org**
   
   A. **SPJ promo materials should be posted for download by local chapter leaders.**
      
      **Action:** Will include the following materials in PDF form for leaders on spj.org: History of SPJ/Fact sheet, Code of Ethics, National and local volunteer opportunities, Member benefits, Info on Journalism/Training.org, hi-res logos for use by local chapters.
   
   B. **Scrap the large quarterly packets sent to chapter leaders and replace with PDFs or links to SPJ.org.**
***Action: Done

C. Add an easily accessed membership directory online.
***Action: This raises some privacy concerns which we will need to work through. Up to this point, members have not been given the impression that their information will be made widely available, even to other members.

D. Update the site both in terms of navigation and content
***Action: New site is scheduled to launch in the next few weeks.

E. Ensure that updating spj.org allows members to join SPJ or renew their memberships online.
***Action: Done. This has been available on the old site.

Additional problems cited:

1. The committee recommends that the Society’s records be consistently current and updated, and when mail is returned or an e-mail bounces back, that HQ make contact to update information.
***Action: Ongoing. In addition, we have added a section to invoices requesting updated demographics. This has resulted in many updates to the database.

2. SPJ HQ and local chapters must embark on a campaign to gather as many valid e-mail addresses as possible.
***Action: Ongoing. We have a list of bad e-mail addresses and are working through them to get correct ones.

3. The committee charges HQ with devising a way to notify chapters immediately when a member joins or renews.
***Action: A new roster option is being set up on spj.org that will enable chapter leaders to do searches based on enrollment/renewal dates. For example, a leader can log on and search for members on his roster that have joined in the past month.
AGENDA

SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
AUGUST 23, 2006
1 P.M. – 5 P.M.
HYATT REGENCY CHICAGO

1. Call to order – Carlson

2. Roll call – Cadwallader
   a. Carlson
   b. Tatum
   c. Gratz
   d. Loop
   e. Lehman
   f. McDonough
   g. Clark
   h. Uribarri
   i. Katzef
   j. Ralston
   k. Corry
   l. Augherton
   m. Fisher
   n. Wessels
   o. Roth
   p. Goyer
   q. Sylvester
   r. Poling
   s. Hurley
   t. Isaacs
   u. McAfee
   v. Brewer

3. Approval of minutes
   a. April 22, 2006 Board of Directors Meeting, Indianapolis, Indiana [Page 1]

4. Action Items
      i. The Journalist [Page 19]
   b. Josh Wolf LDF request – Carlson [Page 27]
   c. Mark of Excellence Awards – Carlson/Baehr [Page 33]

5. Officer, Director and Staff reports [Pages 41-60]

6. Discussion Items and Updates
   a. Membership – Hoke [Page 61]
   b. Federal shield law legislation – Carlson/Sanford/Brown
   c. Campaign for Ethical Journalism – Tatum
   d. Council of National Journalism Organizations – Carlson
   e. Newsroom Training (formerly Bloomberg) – Harper/Vachon
   f. Regional Conferences Re-branding – McDonough
   g. Headquarters Beautification – Tatum
   h. Statewide Chapters – Tatum/Staff
   i. Green Eyeshade Awards – Fisher/Brewer

7. Report on Regional Directors Meeting – Brewer
   a. ____________________________
   b. ____________________________
   c. ____________________________

8. Committee reports
   a. ACEJMC – Geimann [Page 65]
   b. Awards & Honors – Baehr [Page 67]
   c. Bylaws – McCloskey [Page 69]
d. Centennial Celebration – Gratz [Page 71]
e. Chapter Doctor – McDonough/Lehrman
f. Diversity – Lehrman [Page 73]
g. Ethics – Hill
h. Freedom of Information – Campbell/Davis [Page 75]
i. Freelance – Hoke [Page 79]
j. Generation J – Fisher [Page 85]
k. International Journalism – Kubiske [Page 87]
l. Journalism Education – Nicholson [Page 89]
m. Legal Defense Fund – Aekens [Page 91]
n. Professional Development – Wenger [Page 93]

9. Chapter Petitions
   a. North Central Florida Pro [Page 95]

10. Old Business

11. New Business

12. Adjournment
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
APRIL 22, 2006
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President David Carlson presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:37 a.m. on Saturday, April 22, 2006, at the Eugene S. Pulliam National Journalism Center in Indianapolis.

ROLL CALL
In addition to President Carlson, the following were present for all or portions of the meeting: President-Elect Christine Tatum; Secretary-Treasurer Bruce Cadwallader; Immediate Past President Irwin Gratz; Vice President for Campus Chapter Affairs Mead Loop; Directors at-Large Sally Lehrman and Molly McDonough; Advisers at-Large Sue Kopen-Kateff and Neil Ralston; Campus Representatives Ashlee Clark and Adrian Uribarri; Regional Directors Carl Corry, Ann Augherton, Holly Fisher, Joe Wessels, Richard Roth, Gordon Govers, Ron Sylvester, Travis Poling, Deb Hurley, Nathan Isaacs, Paul McAshe, and Clint Brewer; and Executive Director Terrence G. Harper.

Other staff members present for the meeting were Associate Executive Director Chris Vachon; Associate Executive Director Julie Grimes; Quill Editor Joe Skeel; Programs Coordinator Heather Porter; Communications Manager Beth King; Web Administrator Billy O’Keefe; Accounting Manager Linda Hall; and Controller Jako Koenig.

APPROVAL OF MINUTES
Upon proper motion and second by Cadwallader and Ralston, respectively, the board approved the minutes of the Oct. 15, 2005 board of directors meeting.

Upon proper motion and second by Hurley and Lehrman, respectively, the board approved the minutes of the Oct. 19, 2005 board of directors meeting.

WARD NEFF INTERNSHIP
Loop presented his recommendation that the University of Tennessee be awarded the Ward Neff Internship for 2006 – 2008, effective in mid-August 2006. Several campuses applied for the internship. Loop and Skeel reviewed the applications and determined Tennessee’s to be the strongest. A strong local chapter coupled with the school’s recommendations for enhancing PressNotes were cited as deciding factors in the recommendation.

Upon proper motion and second by Ralston and Fisher, respectively, the board awarded the Ward Neff Internship for 2006 – 2008 to the University of Tennessee, under the direction of adviser Dorothy Bowles.

CAMPUS MEDIA STATEMENT
In response to a number of recent incidents involving the student media – including the United States Supreme Court’s refusal to review the decision in Hosty v. Carter and the removal of advisers to student publications – Loop presented a Campus Media Statement that had been presented and adopted by the Executive Committee at its January 14, 2006, meeting. Loop requested the statement’s endorsement by the full board.
Upon proper motion and second by Katcef and Hurley, respectively, the board approved, in spirit, the following statement:

Our student media are designated public forums and free from censorship and advance approval of content. Student media are free to develop editorial policies and news coverage with the understanding that students and student organizations speak only for themselves. Administrators, faculty, staff or other agents shall not consider the student media’s content when making decisions regarding the media’s funding.

SPJ will encourage colleges and universities to adopt this statement.

EXECUTIVE DIRECTOR EVALUATION
The board went into executive session to complete the evaluation of the Executive Director. When the board reconvened in open session, the following actions were taken:

Upon proper motion and second by Gratz and Tatum, respectively, the board approved a five percent increase in the executive director’s salary, effective August 1, 2006.

Upon proper motion and second by Gratz and Uribarri, respectively, the board authorized Carlson to negotiate a new, long-term employment agreement with executive director.

FY 2007 BUDGET
Cadwallader reviewed organization’s budget process and budget proposal, which was distributed at the meeting after one change was made during the Finance Committee meeting the previous day. Koenig explained how the budget was prepared and answered questions from the board.

Upon proper motion and second by Roth and Poling, the board approved the 2006-07 SPJ budget as presented by the Finance Committee.

The budget is attached to these minutes as Exhibit A.

BUILDING ISSUES COMMITTEE APPOINTED
Carlson appointed an ad hoc committee on building issues. The committee should prepare a preliminary report and/or plan of action for review during the Executive Committee meeting in June. Committee members are: Tatum, Cadwallader, Isaacs and Wessels. Tatum will chair the committee.

GREEN EYESHADE AWARDS
Arising from a meeting of the regional directors held prior to the start of the board meeting: a recommendation was made to place the Green Eyeshade Awards under the auspices of the regional directors whose regions are included in the contest area. All revenue from the Green Eyeshade Awards program will be disseminated to the regional accounts in the regions. Revenue sharing will be based on the percentage of entries each year from each region. The regional directors involved will hire a contest administrator each year to execute contest marketing and duties. Regional directors will market the contest at the local level as part of their regular duties. It was noted that this change will have a negative impact on the Society’s budget of approximately $18,000.

Upon proper motion and second by Brewer and Tatum, respectively, the board voted to return the Green Eyeshade Awards program to the regional level for administration, effective immediately.

MARK OF EXCELLENCE AWARDS PROPOSAL
The regional directors proposed some changes to the Mark of Excellence Awards contest, reducing the number of categories from 43 to 37. This was done primarily by consolidating most of the online categories into other categories. The changes focus on how stories are reported and presented, irrespective of platform.

It was moved and seconded by Brewer and Roth, respectively, to adopt the proposed changes.

The main motion was amended by Tatum and Gratz, respectively, to refer the proposed changes to the Awards and Honors Committee for review and a recommendation by the August board of directors meeting. The amended motion passed.

Carlson appointed Hurley and Uribarri to serve as members of the Awards and Honors Committee.

In addition to the proposal by the Regional Director Caucus, Carlson instructed the Awards and Honors Committee to the committee review the costs to enter the contest and research the low number of entries in online categories.

PROPOSED AMENDMENT TO THE BYLAWS
Carlson reviewed a proposed amendment to Article Six, Sections One and Two, of the Society’s bylaws that would enable each member of the Society to vote for officers and directors, replacing the current system of voting by delegation. The proposed amendment would affect only officer and director elections.

Upon a properly amended motion by Brewer and Uribarri, respectively, the board voted to refer the following language to delegates for consideration at the 2006 convention, and instructed Carlson to appoint a committee to establish election procedures that will be reviewed by the Executive Committee at its next meeting.

ARTICLE SIX
Society’s Officers
Section One. The Society’s officers shall be a president, a president-elect, a vice president for campus chapter affairs, and a secretary-treasurer. The board shall certify eligible candidates for all elected offices 75 days before the start of the national convention. Any Society member can also nominate any member as a candidate for any office open for election. All nominations must be received by the nominating committee by 90 days before the start of the national convention.

Section Two. The officers and at-large directors shall be elected by the convention and ballots available in advance to all members. Members may cast ballots by means approved by the board of directors. Officers shall hold office between successive, annual national conventions, with the exception of the vice president for campus chapter affairs, who shall be elected for a two-year term between conventions in odd-numbered years.

SPJ FILM PROPOSAL
Carlson introduced a proposal to create a professional-quality film that would serve as an introduction to what SPJ is and what it does. The film would be done by the Documentary Institute of the University of Florida College of Journalism and Communications. Carlson noted that the institute routinely wins international awards and has its films screened at Sundance and nationally on PBS. The SPJ film would be produced by graduate students under the tutelage of the institute faculty. SPJ would pay only expenses and duplication/packaging costs. Carlson asked the board to endorse the project and approve up to $12,500 in related expenses.
Upon proper motion and second by Wessels and Cadwallader, respectively, the board endorsed the creation of an SPJ film and approved the expenditure of up to $12,500 in support of the project.

**UNITY COVENANT**

Lehrman and Gratz discussed the possibility of SPJ becoming a covenant partner with UNITY: Journalists of Color. UNITY consists of four ethnic journalism organizations: National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association. They explained that a covenant between SPJ and UNITY would benefit both organizations as a means to further the core missions of both organizations. SPJ shares a commitment to inclusive news media staffing, sources and stories. SPJ can offer access to its respective membership audiences, share its expertise and trade information. The memberships of SPJ and UNITY overlap in some ways but also have different strengths. SPJ can provide access to its expertise in FOI, ethics, professional development and legal defense. UNITY member organizations can help SPJ incorporate more inclusive outreach and content in each of these areas. It was noted that the American Society of Newspaper Editors and the Radio and Television News Directors Association are covenant partners with UNITY.

Upon proper motion and second by Brewer and McDonough, respectively, the board endorsed the creation of a covenant partnership with UNITY that allows for collaboration on shared issues and events, position statements and announcements.

**EXECUTIVE COMMITTEE OPEN COMMUNICATION PROCEDURE**

Lehrman and McDonough introduced a proposed procedure regarding open communication for the Executive Committee. They stated that national board members have a fiduciary obligation to keep up with SPJ activities and decision-making. “SPJ Leads” has greatly improved chapter-to-chapter awareness of local activities as well as national-level decisions and initiatives, but board members do not necessarily learn about executive committee decisions any earlier than chapter members. Therefore, they believe that a formal procedure is needed to ensure that all board members are kept informed.

Upon proper motion by Sylvester and McAfee, respectively, the following procedures were adopted by the board of directors:

- Meeting alerts and agenda items always go out to the full board in advance of executive committee meetings and conference calls. Background material is available upon request.
- Minutes of executive committee meetings go out to the full board shortly after the meeting occurs.
- A 24-hour advance notice, when possible as determined by the president, allows board members to review Society press statements and releases before they are released. Brief background on the need, intent and where the idea came from will be included.
- SPJ decisions and actions from headquarters staff, the president or the executive committee impacting policy, resources or public positions of SPJ will be previewed by the appropriate Regional Director prior to dissemination or action.

**CAMPAIGN FOR ETHICAL JOURNALISM**

Grimes brought the board up-to-date on the status of the Campaign for Ethical Journalism, a project initiated by the Sigma Delta Chi Foundation’s board of directors and funded by a grant from the Ethics and Excellence in Journalism Foundation. The purpose of the campaign is to better equip working journalists to report on an increasingly complex world and raise public confidence in the news media, while providing a growth platform for the Society, which could enable the organization to play an even greater advocacy role on a range of issues going forward. Grimes reviewed the report prepared by Fleishman-Hillard and asked for the SPJ board’s imprimatur on the project.
Upon proper motion and second by McAfee and Hurley, the board endorsed the concept of the Campaign for Ethical Journalism.

Carlson appointed an ad hoc committee to direct the campaign: Tatum (chair); Sylvester; SDX Foundation President Todd Gillman; SDX Foundation board members Fred Brown and Al Cross. Carlson will complete assignments to the committee following the board meeting.

CHAPTER MATTERS
Upon proper motion and second by Hurley and Sylvester, the board approved provisional chapter status for Western Wyoming Community College.

Upon proper motion and second by Corry and McAfee, the board approved provisional chapter status for Sacred Heart University.

Upon proper motion and second by Isaacs and Brewer, the board approved provisional chapter status for Central Washington University.

REGIONAL CONFERENCES
McDonough, Roth and Sylvester offered a proposal to re-brand and retool regional meetings as SPJ’s Spring Journalism Conference sponsored/hosted/or brought to you by Region 1-12 or any combination. The rationale for the proposal is that some regional meetings are more successful than others. To assist those that are struggling and to boost even the most successful regional meetings, SPJ headquarters staff and volunteer members would create a “Regional in a Box,” with two to three optional core programs, supporting materials, including flyer templates and online mechanisms for registration and payment. The core programs would feature the same topics at each of the Spring Journalism Conferences, though the faculty would change. Chapters and regional planning groups could customize these conferences, take or leave the model content to meet their own particular needs, and include additional programming or events. The Mark of Excellence Awards could be a feature of these mini-national conferences or part of a “student day” at the conference.

These mini-national conferences enhance SPJ’s professional development programming and further reach out to the Society’s members and non members. Regions would be encouraged to set clear membership advantages when setting prices to attend these events.

Upon proper motion was made by Brewer and McAfee, respectively, the board approved the above proposal to re-brand and retool regional meetings, effective immediately.

SECTION MEMBERSHIP
McDonough, Sylvester and Lehman introduced a proposal to create professional/topical “sections” within the Society to further engage the membership. These sections would provide tips, training, mentoring and related discussion for all members – particularly for those individuals who are unaffiliated with a local chapter and/or those who have few opportunities to participate in SPJ. The rationale offered was that while SPJ has some active advocacy and topical committees – namely FOI, legal defense, international reporting, ethics and diversity – the Society lacks avenues for members to connect and interact regularly at professional levels. Rather than form additional groups based on media, SPJ would form sections based on topics that apply to all journalists regardless of the medium in which they work. Examples include: Government, politics and law; Health, medicine and life science; Applied science and technology; Business and labor; Sports; Lifestyles, recreation and travel; Investigative reporting, computer assisted reporting, database mining; Teaching, education; etc.
Depending on their success and as value builds, these sections are a potential revenue stream for SPJ. Initially, sections would be free for all SPJ members. Perhaps members would be asked to pay more to be a part of a section (just as they would a local chapter). There's also a chance that SPJ could provide some access to this information to non-members for a fee.

It was the recommendation of those making the proposal that if this idea is approved by the national board, at least one or two section leaders could be in place and the online sections ready for launch as early as the national conference, where recruiting could begin and interest gauged in creating additional sections.

Upon proper motion by Roth and Lehrman, respectively, the board approved the proposal to create professional/topical “sections” within SPJ to further engage our membership.

The proposal was adopted with the understanding that there would be a pilot section done on a single subject.

2011 Convention
A motion was made by Gratz and Isaacs, respectively, to hold the 2011 SPJ Convention & National Journalism Conference in San Francisco, provided that the Northern California Professional Chapter is in agreement.

Adjournment
There being no further business to come before the board, Carlson declared the meeting adjourned at 5:05 p.m. on Saturday, April 22, 2006.
### FY 2007 Adopted Budget
#### Composite View

#### Revenue

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#### Expenses

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<td><strong>Total Expenses</strong></td>
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#### Net Change in Assets

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### FY 2007 Adopted Budget

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| **Net Change in Assets** | $egin{array}{rrrrr} \text{Beginning}\text{Assets} & 5,345,000.00 & 2,235,338.00 & 2,340,000.00 & 600,000.00 & 290,000.00 \\ \text{Ending}\text{Assets} & 5,345,000.00 & 2,235,338.00 & 2,340,000.00 & 600,000.00 & 290,000.00 \end{array} |

| **True Change in Net Assets** | $egin{array}{rrrrr} \text{Beginning}\text{Assets} & 5,345,000.00 & 2,235,338.00 & 2,340,000.00 & 600,000.00 & 290,000.00 \\ \text{Ending}\text{Assets} & 5,345,000.00 & 2,235,338.00 & 2,340,000.00 & 600,000.00 & 290,000.00 \end{array} |

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## FY 2007 Adopted Budget

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<th>Journalism</th>
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<td><strong>Cash on Hand at the End of Year</strong></td>
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<td>Printing/Publishing</td>
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<td><strong>Cash on Hand/Previous Year</strong></td>
</tr>
<tr>
<td><strong>True Change in Net Assets</strong></td>
</tr>
</tbody>
</table>

<12>
<table>
<thead>
<tr>
<th>Adopted Budget</th>
<th>Other</th>
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<tbody>
<tr>
<td><strong>SPJ</strong></td>
<td></td>
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<tr>
<td><strong>FY 07</strong></td>
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<tr>
<td><strong>Spending</strong></td>
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<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>Contributions/Grants/Donations</td>
<td>$20,019,182</td>
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<td>Membership Dues</td>
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<td>Advertising Revenue</td>
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<td>Merchandise Sales</td>
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<td>Intersociety/Other</td>
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<td>Gift Subscriptions</td>
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<td>Athletic Revenue</td>
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<td>Registration Fees</td>
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<td>Total Revenue</td>
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<td><strong>Expenses</strong></td>
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<td>Educational Programs</td>
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<td>SDX Management</td>
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<td>Total Expenses</td>
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<td><strong>Total</strong></td>
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<td><strong>Revenue</strong></td>
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<td><strong>Total Revenue</strong></td>
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<td><strong>Net Income</strong></td>
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<13>
Restructuring SPJ Publications
An SPJ Staff Proposal

This is a proposal to restructure the business model for SPJ’s publications, including *Quill* magazine, *The Journalist* and the Web site. The current model of using freelance advertising representatives is not producing the results we believe are possible. Staff believes a new approach is needed. The long-term result, we hope, will be a publications department that is not only self-sufficient, but is also a profit center for SPJ.

- The last several years have seen advertising revenue for *Quill* magazine in a slow, but steady decline. Despite paying commission rates on par with the industry, SPJ’s ad reps do not seem motivated to sell.
- The third edition of *The Journalist* is in the can. After three years, the financial performance of the publication continues to improve although profitability has yet to be achieved.
- The first staff-driven effort at producing *The Journalist* resulted in better bottom-line performance over the preceding two attempts; however, we feel that by making some adjustments to SPJ’s overall publications “empire,” we can achieve greater success in more than just the once-yearly publication of *The Journalist*.
- The Society spends considerable money each year to farm out graphic design work on relatively few projects.

For not too much more than we are now spending on freelance advertising sales representatives and graphic design services, we can bring both of these functions in-house. The economies of scale we can achieve will serve the Society better in the long run and improve the overall quality of all of our publications.

Advertising Sales
The Society will hire a full-time sales representative. In addition to *The Journalist*, this person also will sell *Quill*, *The Working Press*, convention sponsorship and work on any other revenue-generating ventures related to sales, including Web site advertising and E-mail messages. This person’s sole responsibility will be to sell SPJ.

Cost Analysis
For the fiscal year ending July 31, 2007, we have budgeted advertising revenues of $194,146. At the current 20 percent sales commission, the cost of those sales is $38,829. The net to SPJ is approximately $155,300. Please keep in mind that these sales are being generated by freelance reps that only spend part of their time on SPJ.

For the in-house rep, the base salary will start at approximately $25,000 per year, plus 12% commission. When gross earnings (base plus commission) reach $55,000, salary will be withdrawn and the sales commission will increase to 20%.

In order for SPJ to net the same amount as is currently budgeted – $155,300 – the in-house representative would have to sell an additional $23,000 in print ads, or a total of
$217,000. The additional ad revenue equates to the equivalent of two or three additional ads in The Journalist.

It is our hope, of course, not to simply maintain the status quo, but to grow our advertising revenue significantly, including on the Web, E-mail, convention advertising, etc. Web and E-mail advertising is an untapped and untouched market for SPJ.

Although the earning potential for the in-house sales rep is theoretically unlimited, the median income for an advertising sales rep for an individual membership organization is $45,000; the average is $51,386 (Source: 2006 Association Compensation & Benefits Study).

**Graphic Design**
In 2006, the Society paid approximately $25,000 for the design elements of *The Journalist*. In addition, the Society and the Foundation paid an additional $8,000 for other freelance design services.

For roughly the same cost – perhaps a few thousand more – the Society can hire a full-time graphic designer who will work not only on The Journalist but who also will produce graphic designs for other SPJ and Foundation projects. The median salary of a graphic designer at an association with similar revenue is $34,618; the average is $33,814 (Source: 2006 Association Compensation & Benefits Study). Using the same study, but comparing by staff size, the median and average increase to $38,700 and $40,500, respectively.

We feel confident that we can find the skills we need in our price range, however, we are open to considering farming this work out on a part time basis, much like we do with the Web site.

*The Journalist’s* design team has done a terrific job on to date, but it doesn’t make sense to continue to pay “New York” prices for a single project when we can get a much bigger bang for the SPJ buck while maintaining the same high quality we have come to expect from *The Journalist*.

SPJ has all of the page design files for past issues of *The Journalist* so recreating the look and feel would be feasible for any professional designer. Additionally, this individual would be working for all SPJ projects so his or her salary would not be tied solely to *The Journalist’s* budget.

**Upside:**
- this approach blends staff and expenses for SPJ’s publications, the Web site and other communications
- frees up Joe Skeel to focus more attention on content for *Quill, The Journalist* and the Web and less on the manual labor (layout and design)
- increased revenue potential from full-time sales representative on staff
Downside:

- from strictly the expense side of the ledger, replacing the freelance services we currently employ with a sales rep and a graphic designer will cost SPJ an additional $30,000 - $40,000

Executive Director’s Notes:

- For historical context, in its first year, *The Journalist* had a deficit of approximately $62,000; in year two, the deficit improved to approximately $32,000; the third year shows continued improvement with a projected deficit of approximately $15,000.
- If it is the board’s decision to cease publication of *The Journalist*, this proposal is moot. The numbers don’t compute without it.
MEMORANDUM

DATE: August 1, 2006
FROM: Betsy Ashton, VP, SDX Foundation
SUBJ: THE JOURNALIST
FOR: SPJ & SDX Foundation Boards of Directors

The advertising pages for The Journalist closed in mid-July and it almost – and I mean almost – broke even. Here are the numbers:

In 2004, costs exceeded revenue by $62,000, in 2005 the cost was $32,000; and this year it will be $15,000. (If Bloomberg were still with us and had once again taken the back page ad for $19,500, The Journalist would have made a $4,500 profit.)

The trend is good, and Eve Berliner (who sold nearly every ad that will appear in the book, including ads for Merrill Lynch, NBC News and ABC News) tells me that she has promises of an additional $20,000 in ads from Pfizer and Coca-Cola for 2007. Because she had contact with nearly all the advertisers, and because she is unable to attend the convention, I asked her to provide you with her outlook for 2007. Her report follows this memo.

Because the publication did not quite break even this year, I expect that there will be a fight on the SPJ board as to whether or not to continue publishing The Journalist. I urge SPJ to continue publication because:

This can be a major marketing project for SPJ – not just a revenue producer. (For example: I distribute copies at the tables of the NY Deadline Club Awards dinner and they are eagerly snapped up. And I have high school journalism teachers who beg me for extra copies. I wish that it had been given to the SDX Club Awards in Washington as well. Why? Because it contains the quality of design and writing on the major issues affecting journalism that make SPJ look like the major player it wants to be and often is, yet SPJ has not been good at marketing that image, and I believe that membership has been hurt because of it. I believe that The Journalist, in name and content, is an attractive publication to give to top-flight journalists, to help lure them into joining SPJ. (We already have a good publication for students and young journalists who seek the good "how-to" columns, and to keep members up on what's going on in the organization. We haven't had anything to attract the most experienced non-members.)

FYI – CBS News' Bob Schieffer, who sat next to me on the dais at this year's Deadline Club Awards program on May 23, 2006, when asked if I could interview him for an article for The Journalist on the changing news anchors, said, "Yes, and that's a mighty fine publication – not like that other embarrassment." (Now, in all fairness, I think that Joe Skeel has greatly improved the look and editorial content of Quill — and I said so to Bob — so my point in passing this along is not to hurt Quill. Quill was always done on the cheap and we all know that, and both staff and the SPJ leaders are working to improve that. My point is this: if you want to attract members (and future donors) in the major league media, you have to have materials that will attract the folks who work in major league media. The Journalist does that.

I believe that The Journalist could have done better than break even this year. First, it would have done so if Bloomberg had not departed. Second, it may well have done so if there had been a more aggressive sales effort and sales management...
from HQ staff. This is not a blame game, because our staff has many, many jobs to do and programs to run, which are done very well. But this job did not get the attention it needed. Seventy thousand dollars was saved on the publication this year by eliminating founding publisher Amy Lemel’s job, but nobody sold the number of ads that she did, nor aggressively managed the commissioned sales reps. One small ad did come in as an extra on the convention sponsorship and one came in as an exchange for a reduction in printing costs. These were staff generated and they certainly helped. But the commissioned sales staff did next to nothing. They needed weekly sales meetings, which Amy used to hold every Friday to go over the staff and to switch accounts around to those who had better contacts, or else they needed to be replaced, which Amy also did when individuals did not perform. In short, almost nothing happened on the sales end except for what Eve did. She made dozens of calls to each prospective advertiser. She has the passion and persistence to want to see this publication continue. She and design director Jay Petrow are very proud of the work that they have produced, and they have garnered nothing but praise from those who have seen and read The Journalist. And I have heard the same thing. I, too, am proud of what they have done and I am happy to give out copies as an example of the organization I support.

Because of the quality of the publication, and because of the marketing potential for it, and because I do believe that, with proper staff help (maybe an in-house sales rep to work along with Eve or someone to be a tougher sales manager) plus Eve’s advance work for 2007, I do think that The Journalist can turn the corner financially next year and certainly pay for itself and possibly bring in money. It is not uncommon for publications to take 3 years (usually more) to turn a profit. In fact, it is rare for them to do so immediately, and the advertising climate right now is just awful, as you all know. So these numbers are actually pretty impressive!

There are other chances for gaining revenue for both The Journalist and Quill that have not as yet been tapped. BOTH publications should be on-line – not as full articles, but with first paragraphs teasing the content and a place for anyone coming to the site to purchase (for a small fee) and download the full article. Advertisers are interested in online material. That can make the ad sales even more attractive. Young eyeballs go to electronic media more than to print. This would be good for membership – more stuff to attract them. And who knows how many might click and buy an article or two? It works for the Wall Street Journal. And it doesn’t cost a cent to put the first graph or two of each article out there.

For all of these reasons, I again urge SPJ strongly to continue publishing The Journalist. If SPJ drops it, I will urge the SDX Foundation to publish it. It certainly can be construed as educational outreach, and I do believe that, with proper distribution and staff support, it can be a money maker for SDX if not SPJ. It still reminds good writers (Eve has reached out to many major names) that SPJ exists. It gets into the hands of major media executives – Eve and I have put them on the complimentary distribution list. This is good for all future fundraising. Major media players have to know that we exist, that we do good things, and that we keep first rate company in order to want to take our calls, join us, and support our awards, dinners, training projects. It’s all a part of development.

Betsy Ashton
Once again, The Journalist 2006 edition is spectacular; powerful journalism by the most eminent writers, visually arresting — a publication which enhances the stature of The Society of Professional Journalists as an organization of major importance in the journalistic community.

Financially, we are close to solvency: $15,000 short of breaking even after steep losses of $32,000 [*05] and $62,000 [*04].

The outlook for 2007 is hopeful. Corporate America's response to the magazine is universally positive — many friends among the high echelon ranks of CEO's, senior vice presidents of communication, public affairs, etc. We are highly respected and admired.

This year, for example, it was the president of NBC News, Steve Capus, who personally championed our publication, vice president/creative director of advertising and promotion, Alan Ives, of ABC, who stood behind us, and Merrill Lynch's Jason Wright, senior vice president of communications and public affairs, who supported us with an ad for the third year in a row.

Among prospects who came close to delivering this year: The New York Stock Exchange [wanted to renew but merger complication intervened],
Citigroup [they went down to the wire with me], Bank of America [vice
president of communications had himself been an SPJ chapter head, loves the
magazine, but had left on vacation when I called to finalize the sale],
Dilenschneider Group, [close call for renewal], Coca Cola, [director of media
wanted to renew ad but abruptly left the company right before the deal was
concluded. They called me and promised “next year.”]

Issues of budgetary timing or not having proper advertising copy to
address our unique audience. Pfizer: “It’s not a question of money. We
didn’t have the proper ‘creative’ ready. We want to do it right when we do it.
We will put money in the budget in September for the next issue.”

HSBC went down to the wire, Dell called after final deadline
promising “next year.” As does Hewlett-Packard. Tough year for Merck:
“We’ll renew next year.”

The loss of Bloomberg News was a blow.

As it has become increasingly clear, the overwhelming number of ads
were sold by editor Eve Berliner: Merrill Lynch, NBC, ABC, Johnson &
Johnson, PR Newswire. [Total: $47,500] Only one ad for $1,000 was brought
in by the entire advertising sales team – that of Marquette University, a logo
ad.

Again in ’05, with the same team in place, Eve Berliner sold six of the
eleven paid ads: Merrill Lynch, The New York Stock Exchange, Coca Cola,
PR Newswire, American University of Beirut and City University of New
York. [Total: $68,000]
Other ad sales by the '05 team included State Farm, Bell South, Daimler-Chrysler and a Marquette University logo. Betsy Ashton brought in Bloomberg News and Amy Lemel, The Knight Foundation.

The 2004 ad sales were the most lucrative — more than a dozen ad sales by the same group of sales representatives — but certain specific budget expenses wiped out any possible profit.

**Advertising Sales Problems:**

The small sales team, a total of three ad representatives, had full-time employment elsewhere with little motivation to fight for the magazine. The team’s sales performance was weak in ’05, yet the same group (minus one who dropped out) was reinstalled and no further additions were made to the sales force to buttress its strength.

There was not sufficient attention paid from headquarters with other pressing urgencies taking center stage. Inadequate leadership momentum with no sharp focus on advertising progress. Lack of sales meetings and telephone conferences with team. No real team effort or serious pressure exerted to energize reps. Result: stagnation.

To repeat, only one $1,000 logo ad was sold by the '06 team.

[To be noted, Chris Vachon and Joe Skeel at headquarters did negotiate two discounted half-page ads at $4,000 each – MarketWire and IPC Printers.]
It is clear that the sales team needs to be expanded and inspired. Perhaps journalism interns could be enlisted in the effort to sell ads through journalism job posting boards on their campuses. They all have internship programs for career development. Business school students might also be possible interns in this area.

I know that headquarters is contemplating hiring a full-time ad sales person to be engaged in both *The Journalist* and *Quill* sales programs. This would help immeasurably in the effort to generate activity.

Finally, perhaps...and I say perhaps...we should rethink the costly price of our ads which range from $15,000 full page to $19,000 for back cover. When I offered final discounts lowered to $10,000 at the conclusion of the season, there were takers. Less costly ads would necessitate sale of more ads to cover cost with less space for writers, but perhaps it would be the added inducement we need.

Perhaps discounts along the way are more psychologically appealing.

**Marketing Effort:**

In truth, there has been virtually no effort to market the publication to date, no attempt to seriously reach out to book store chains such as Barnes & Noble, Borders, Waldenbooks and B. Dalton. The placement of the magazine in college and university campuses nationwide through their college bookstores, in particular, journalism school bookstores, would be ideal. The
Barnes & Noble College Marketing Network, which reaches students at over 500 college and university campuses nationwide, was explored by Betsy Ashton two years ago but there has been no effort to follow-up by staff. The simple acquisition of an ISBN number, urged by this editor, would enable us to market the publication, at the least, through Amazon.com.

I suggest a retail price of $10 for individual copies for any meaningful return to occur. Bulk purchases would be offered at reduced rates.

Another avenue of exploration would be to build a subscriber base for the magazine. There has been no effort in this area although interest has been expressed by several university library directors and curators of special collections at the University of Michigan, Columbia University, NYU and CUNY. Numerous individuals as well, have inquired about how to subscribe. We could reach out for subscribers through various press associations, such as The Overseas Press Club of America, The Society of the Silurians, the New York Press Photographers Association, et al.

I conclude with great hope for the future.

Yours faithfully,

Eve Berliner
Editor

Tel/Fax: 718.238.8445
Society of Professional Journalists  
Legal Defense Fund Request  

General Information  

I. Firm Representing Josh Wolf:

Siegel & Yee  
499 14th Street, Suite 220  
Oakland, California 94612  
Phone Number: 510-839-1200  
E-Mail: DanMSiegel@aol.com  
lfy499@sbcglobal.net

Primary Contact Name & Title:

Dan Siegel, State Bar Number 56400  
Jose Luis Fuentes, State Bar Number 192236

Amount Requested: $50,000

II. Brief Description:

Josh Wolf’s legal representative is requesting a contribution of $50,000 from SPJ. On July 20, 2006, Josh Wolf received $1,000 to assist in his legal fees. Wolf is defending the First Amendment rights of all journalists to protect the “clipping on the cutting room floor,” as stated by district judge William Alsup who found Wolf in civil contempt on August 1, 2006. Wolf was committed to a federal prison until July of 2007, or until he cooperates with the federal grand jury. Wolf’s case is not about the “clipping on the cutting room floor” but about freedom of the press to protect a journalist’s resource materials and sources. There is currently an attack on the press by the federal government and the judiciary that threatens our democracy. Wolf is the latest victim who refused to be turned into an investigative arm of the government. Judith Miller spent 85 days to protect our democracy. Lance Williams and Mark Fainaru-Wada, reporters for the San Francisco Chronicle, will be SPJ Legal Defense Fund Request
the next victims of the government’s attack on the press unless the district judge or the Ninth Circuit Court of Appeals, through Wolf’s appeal, sends a message to the district court to stop the government assault on journalists.

III. Wolf’s Case Is Currently Under Appeal:

As part of his news gathering and editorial process, Joshua Wolf, an independent journalist, posted and sold a video clip of the July 8, 2005, anarchist assembly to Indymedia, NBC, KTVU, and KRON television stations. San Francisco Police Department (SFPD) and Joint Terrorism Task Force (JTTF) investigators have been investigating the July 8, 2005, assembly as part of their overreaching effort to silence First Amendment protest and assembly activities. The federal government is allegedly investigating the possible attempted arson of a SFPD police vehicle by fireworks under 18 U.S.C. § 844(f) (1) at the assembly on July 8, 2005. The SFPD is investigating a physical assault on a police officer at the assembly. The state court is prosecuting an individual involved in the assembly. Three days after the assembly, the SFPD requested the assistance of the federal government’s JTTF.

On or about the date of the request, several SFPD and FBI agents, acting in their roles as JTTF investigators, came to Wolf’s apartment in San Francisco seeking unpublished video footage of the demonstration. The JTTF questioned him about his connections to anarchist groups.

Wolf’s video does not capture who allegedly threw a firecracker at the police car, nor does it capture a police officer being hit over the head. Mr. Wolf disclosed these facts to Suzanne G. Solomon, special agent, for the Federal Bureau of Investigation when she visited Wolf’s residence during the week of July 11, 2005. Wolf refused, based on his First Amendment rights, to turn over any material.

The published video can be seen at: www.joshwolf.net. The video shows that there is no SFPD car on fire. There is red-orange smoke billowing beside a piece of foam. However, no police car burned. There is no evidence anyone intended to, or did anything deliberate, to torch a police car. There is no evidence that the foam, which the police car ran over, even burned. The SFPD vehicle incident form states that only the right tail light of the vehicle was damaged. Nor were any of the “burn check boxes” marked on the form.

On January 12, 2006, and February 4, 2006, the FBI served grand jury
SPJ Legal Defense Fund Request
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subpoenas on Joshua Wolf for testimony and demanding all documents, writings and recordings related to protest activities conducted in San Francisco, on July 8, 2005, between the hours of 6:30 p.m. and 11:59 p.m. The government demanded each camera, video recorder, audio recording device or other hardware or equipment used to record any part of the above described events of July 8, 2005.

The subpoena has significantly interfered with Mr. Wolf's relationship with anarchist and anti-war groups that he covers as a freelance journalist. It has limited his access to protestors and his ability to cover demonstrations.

The grand jury seeks all footage of the assembly and testimony concerning the footage from Wolf. The government possesses a video clip of the footage broadcast to the public. Wolf has refused to comply with the grand jury subpoenas based on his Fifth Amendment and First Amendment privileges.

On February 15, 2006, Wolf filed a Motion to Stay and Quash Subpoena and Subpoena Duces Tecum (Motion).

On March 24, 2006, Magistrate Judge Maria-Elena James ordered that all filings and hearings in this matter would occur on the open record; unless otherwise ordered by the court, and set forth procedures for sealing documents and having closed hearings.

On March 30, 2006, the federal government argued to the court that the video tape would be analyzed by the investigator for this case to identify the individuals present. It also argued that the evidence obtained by the grand jury in this case could be shared with the state local authority.

On March 30, 2006, Magistrate Judge James ordered the federal government to produce certain materials for in camera review by April 5, 2006. On April 5, 2006, Magistrate Judge James signed the Order Denying Joshua Wolf’s Motion To Quash Subpoena.

On June 5, 2006, Wolf filed a declaration in support of the motion. Wolf stated the following:

In seeking my testimony and unpublished material, the federal government is turning me into their de-facto investigator. My journalistic activities will be blighted and my reporter-subject relationship of trust with alleged anarchist protestors will be eviscerated. Protestors will refuse to speak with
me and will deny me access to cover demonstrations; in fact, this has already occurred.

I attended the hearing on March 30, 2006, and heard the government’s argument that they are seeking the identities of individuals participating in the civil dissent of July 8, 2005. The government’s subpoena is driving a wedge between my First Amendment activities and protestors exercising their right to lawfully assemble by instilling fear that the government will use my documentation to catalogue and investigate individuals participating in civil dissent.

Through the subpoena that seeks to uncover the identities of the protestors, the government has driven a wedge between my First Amendment activities by instilling fear among alleged anarchists and political dissidents who have since sought to exclude me from documenting their First Amendment activities.

On June 6, 2006, district judge Maxine M. Chesney summarily denied Wolf’s motion for de novo review and adopted Magistrate Judge James’ April 5, 2006 Order.

On June 15, 2006, Wolf appeared before the grand jury and refused to answer questions that required him to confirm whether he had the materials requested by the grand jury and whether he would turn over the materials. Wolf asserted his First, Fourth and Fifth Amendment rights among other Constitutional rights before the grand jury. Wolf was directed to appear before District Judge William Alsup, instead of Maxine Chesney, who had been assigned to this case. Wolf’s counsel objected to Judge Alsup hearing the case. Judge Alsup called in the U.S. marshals during the proceeding on June 15, 2006, intimidating Wolf’s attorneys from engaging in forceful advocacy for him.

On July 20, 2006, civil contempt proceedings began before Judge Alsup. Judge Alsup tentatively granted Wolf Fifth Amendment protection, subject to further briefing on the “Act of Production Doctrine” and the impact of federal immunity on potential state prosecution. The contempt proceedings were continued until August 1, 2006.

On August 1, 2006, the district court withdrew its tentative grant of Fifth Amendment privilege, even though the government had offered to grant Fifth Amendment immunity. Judge Alsup held Wolf in contempt and taken into custody.
after the denial of his request for bail, or in the alternative, a stay. The district judge ruled that the “clippings on the cutting room floor” have no First Amendment protection.

On August 3, 2006, Wolf filed his notice of appeal from the contempt order. On August 4, 2006, Wolf filed a motion for bail, or in the alternative, a stay pending appeal. The motion is still pending.

On August 11, 2006, Wolf filed the opening brief on his appeal to the Ninth Circuit Appeals Court. The Reporters Committee for Freedom of the Press, WIW Freedom to Write Fund, and Society of Professional Journalists filed their amici curiae brief supporting Wolf. The California First Amendment Coalition filed a joinder motion to this brief. On August 14, 2006, the American Civil Liberties Union of Northern California filed its amici curiae brief supporting Josh Wolf.

III. What Broad Journalistic Purpose Will Be Served By This Case?

1. Reaffirming First Amendment Protection for news gathers from the New York Times to independent journalist and bloggers.

2. Ensuring freedom of the press.

3. Reaffirming First Amendment Protection for investigative reporting.


IV. What is the total estimated cost of our legal efforts?

1. As of August 15, 2006, Josh Wolf’s legal bill with Siegel and Yee is $120,518. The following is the break down:

   a. Jose Luis Fuentes has worked 471.75 hours at $225 an hour, for a total of $106,143.

   b. Dan Siegel has worked 25 hours at $450 an hour, for a total of $11,250.

   c. Paralegal time of 25 hours at $125 an hour, for a total of $3,125.
d. Josh Wolf paid for the cost of transcript and filings.

2. The ACLU, Davis Wright Tremaine LLP, Gibson, Dunn & Crutcher LLP, The First Amendment Project, The Grand Jury Resistant Project, and the Bay Area Chapter of the National Lawyers Guild have contributed a significant number of pro bono hours towards defending the rights of journalists in Wolf's case.

3. We estimate another 120 hours of legal work are required for the remaining appeal work in this case before the Ninth Circuit Court of Appeals.

V. News Coverage:

News coverage of Wolf's legal case can be found at joshwolf.net by clicking the grand jury tab, which was last updated before Wolf was incarcerated. The New York Times, AP, Time Magazine, Washington Monthly, C-Net, KTVU, FOX NEWS Channel, Frontline, and others have covered Wolf's legal case since his incarceration on August 1, 2006.

Thank you for your consideration.

Very truly yours,
Siegel & Yee

[Signature]
Jose Luis Fuentes
MEMORANDUM

DATE: August 16, 2006
FROM: Terry Harper, Executive Director
SUBJ: MARK OF EXCELLENCE AWARDS
FOR: Board of Directors

The following is excerpted from the minutes of the Executive Committee of the Society of Professional Journalists relative to changes in the Mark of Excellence Awards program.

CHANGES TO THE MARK OF EXCELLENCE AWARDS
The committee reviewed a memo from Awards & Honors Committee Chairman Guy Baehr regarding changes to the Mark of Excellence Awards contest. The committee also reviewed information opposing the proposed changes. It was the sense of the committee that the alternative set of proposals contained in Baehr’s memo was the appropriate course of action.

Upon proper motion and second by Cadwallader and Loop, respectively, the committee adopted the alternative set of proposals, including the amplifications listed below. The changes will be reviewed with the full board in August.

The alternative set of proposals is attached to these minutes as Exhibit A.

Amplifications to alternative set of proposals:
- The Regional Director is responsible for the MOE awards program even if an awards chair is not identified.
- The $300 will not go to the Regional Director – only to the awards chair.
- Additionally, the awards chair will receive a complimentary one-year membership.

The full text of Baehr’s report follows.
MEMORANDUM

DATE: May 31, 2006
FROM: Guy Baehr, chair, Awards & Honors Committee
SUBJ: PROPOSED CHANGES TO THE MOE AWARDS
FOR: Executive Committee

After talking by telephone and email with Heather Porter, Deb Hurley, Adrian Urribarri, Clint Brewer and others about the proposed changes to the MOE advanced at the April board meeting, I'd like to offer an alternative set of proposals that I believe will respond in a more comprehensive and effective way to the significant problems identified by the Regional Directors Caucus and other members of the board.

The three interrelated proposals are:

1. Immediately reduce the number of categories in the MOE contest to 39 from the current 43. This would be done by combining seven existing categories into three.

2. Create a new position called Regional MOE Chair in each of the regions. The Regional MOE Chairs would take on the MOE duties now performed by the Regional Director.

3. To support the work of the Regional MOE Chairs and their committees each chair would receive a regional expense budget of $300. This would be financed by increasing MOE contest fees by 11 percent.

I hope they can be adopted together, either at the June executive board meeting or at the full board meeting in August. (As a practical matter, neither the April proposals nor these alternates need to be voted on before August.) If significant revisions to these proposals are contemplated, I would request that action be deferred to the August meeting so that I can attend and answer any questions that come up.

Background & Rationale

The changes proposed at the April board meeting are aimed at making the MOE contest less unwieldy for Regional Directors and more meaningful for judges and contestants. To do this they would reduce the number of categories to 37 from the current 43, primarily by eliminating specific reporting categories for online journalism and instead opening the newspaper, magazine, radio and television categories to online entries.

There are two difficulties with the proposed changes:

1. While "platform neutral" journalism may be the wave of the future, applying it to the MOE now and in this way is likely to discourage rather than encourage online entries and reinforce the idea that SPJ is "print-centric," with no real idea of how to deal with the online world.

The current online categories were added in 2001, at the same time they were added to the SDX contest, as a way to give online journalism equal status with the other media added to SPJ's awards programs over the years, such as radio and then television.
The Pulitzer Board has started experimenting with how best to bring online journalism into its previously all-print award program, but it is clearly improvising and the results are not in. We should look closely at what the Pulitzer people are doing, along with what the other established journalism contests are considering. But whatever approach we take needs to be based on some real research into the current characteristics of online journalism, particularly on the college level. (It may be that online media is developing more slowly on college campuses than it is among professional news organizations.)

What we do know is that the number of online entries in the MOE contest has continued to increase while the overall number of MOE entries has declined slightly since 2003. From 2003 to 2005, the number of online entries increased 27 percent to 181 entries. This total is now comparable to the numbers of radio and magazine entries and is still growing.

It also seems clear that, if implemented, the changes proposed would result in a sizeable drop in online entries, at least in the short term. This is because the online categories that would be eliminated — primarily the reporting categories — are precisely the strongest online categories we have and the ones that have been growing. On the other hand, the categories that would be retained — the publication categories such as best online newspaper or magazine — are the ones that are significantly weaker and have been flat or declining since 2003.

A more effective approach to trimming categories would not focus just on online categories because the type of category in which there are frustratingly few entries to be judged on a regional level — three, two, one or none — are not so much the online categories as the 11 “Best All-Around” categories (four of which happen to be online categories). Even in the newspaper “All-Around” categories, a majority of regions had three or fewer entries to judge in each category. The “Best All-Around” magazine, radio, television and online categories were even weaker, with many regions having two or fewer, sometimes zero, entries to judge.

We were successful in strengthening two of the online reporting categories this year by combining the former online spot news reporting and online general news reporting categories. The new combined “Online News Reporting” category, with 31 entries, was 35 percent larger than either of the previous categories. (The down side was that the number of entries in the combined category was 22 percent less than total for the two separate categories the previous year.)

Summary: The problem of weak categories is not the online categories but the 11 “best all-around” categories in all media, including online. Opportunities exist to merge some of these categories to create stronger, more competitive and meaningful categories.

2. The larger problem with the proposals advanced in April is that just reducing the number of MOE categories to 39 or 37 or some similar number will not accomplish what seems to be the real problem with the MOE: That administering it has become a significant burden on Regional Directors that diverts them from important activities on which their time and energy would be better spent.

In other words, it would benefit SPJ more if Regional Directors were recruiting new campus chapter advisers, helping revive weak pro chapters, jumping into First Amendment battles and the like rather than lining up judges, making trips to the Fed Ex office and fielding complaints about misspelled names on award certificates.

The revised procedures and increased services from national headquarters outlined in the MOE Guidebook for Regional Directors issued last fall was an attempt by headquarters staff and me to ease this situation, but it obviously did not get to the heart of the problem.
It’s not a mystery why the MOE contest has become a bigger hassle for everyone. The number of entries doubled from 1997 to 2003, when it hit a peak of 3,264 entries. There has been a slight decline since — there were 3,141 entries this year — but the fact remains that the MOE is a much more unwieldy operation than it was just a few years ago.

The main reason for the increase has not been an increase in the number of categories. There were 36 categories until 2001, when the online categories were added. However, the new categories account for only 181 entries.

Instead, the increases — there were big spurts in 1999, 2001 and 2003 — have come in all areas. Since 1998, newspaper entries, which still account for more than half of all entries, increased by 50 percent. Magazine entries increased by 70 percent, photography by 71, radio by 75 percent and television by 68 percent.

The success of the MOE contest in attracting more entries has made it more competitive and added to its prestige, as well as increased its financial contribution to SPJ. (Net revenue from MOE projected for this year is $22,873.) It has also given SPJ a larger opportunity to reach top college journalists and make them aware of the benefits of becoming members as they start their careers.

Summary: It is important for SPJ to continue to increase the size and reach of the MOE contest and to make sure that it continues to contribute to our larger goals and programs. But it is also clear that the MOE contest has outgrown the current administrative structure with its heavy dependence on the Regional Directors.

An Alternative Set of Proposals

1. **Immediately reduce the number of categories in the MOE contest to 39 from the current 43.** This would be done by combining seven existing categories into three.

**Combination #1** — The category “Best All-Around Non-Daily Student Newspaper published 2-3 times per week” would be merged with the category “Best All-Around Non-Daily Student Newspaper published no more than once a week” to create one category called “Best All-Around Non-Daily Student Newspaper.”

In 17 cases, one or the other category has three or fewer entries in a region. In half the regions, neither category exceeds three entries. The weaker of the two, “Non-Daily 2-3 times a week,” had three or fewer entries in all but one region. Combining the categories would strengthen both while preserving the distinction between daily and non-daily papers.

**Combination #2** — The category “Best All-Around Student Magazine published once a year” would be combined with the category “Best All-Around Student magazine published more than once a year” to create one category called “Best Student Magazine.”

In 12 cases (out of 24), regional judges had one or zero entries to choose from. In only one case out of the 24 did regional judges have more than three entries to choose from. Combining these categories would strengthen both without putting entrants in either category at an obvious disadvantage.

**Combination #3** — The categories “Best Online Newspaper,” “Best Online Magazine” and “Best Online Broadcast Station” would be merged into one category to be called “Best Affiliated Website.”
In 33 cases (out of 36), regional judges had one or zero entries to choose from in these categories. Combining the three categories would create a single category that would be stronger and more competitive without excluding any current entrants.

The key criteria, besides overall excellence, would be making good use of both the resources of the affiliated print or broadcast news organization and fully exploiting the online medium to add value and audience. That's the challenge for all affiliated online operations no matter whether they're affiliated with newspapers, magazines, radio stations or TV stations. That would give the category the needed intellectual coherence and logic so that judges could find valid common points of comparison. (We would retain the "Best Online Independent Publication" category because the challenges for a stand-alone online publication are significantly different than for an affiliated website. In addition, that category is already stronger than the other three categories and is showing better growth.)

Merging these categories would follow a successful pattern.

As a result of suggestions from Deb Hurley and others, for this year's MOE we merged the "Television Daily Newscast" category, which had had seven entries the previous year, with the "Television Non-Daily Newscast" category, which had 24 entries. The result: We had a total of 41 entries in the combined "Television Newscast" category. (I did get at least one complaint from a non-daily station manager, eased somewhat after he found his station had placed first in his region).

In a similar vein, we changed the "Radio Daily Newscast" category to "Radio Newscast." Allowing non-daily newscasts to enter increased the number of entries to 15 from the previous 11. (Another successful change in the radio category, sparked as response to a suggestion by Sue Kopen Katcef, came when we broadened the "Radio Spot News" category into "Radio News." That doubled the number of entries from 23 to 45.

2. Create a new position called Regional MOE Chair in each of the regions. The Regional MOE Chairs would take on the MOE duties now performed by the Regional Director.

This proposal would deal directly with the problem faced by Regional Directors trying to cope with the administrative burden creased by the MOE contest's significant growth over the last half dozen years. The overall result would be to free Regional Directors for other important tasks, add needed members to the Awards & Honors Committee and improve the administration of the MOE contest.

The Regional MOE Chairs would be recruited and nominated for three-year terms by the Awards & Honors Committee with help from the awards staff in national headquarters, national officers and the Regional Director in each region. Final approval of appointments would be by the national president.

The Regional MOE Chairs would primarily be responsible for lining up judges for reciprocal judging of entries from other regions, coordinating with national headquarters, ensuring that deadlines are met, organizing regional award ceremonies, distributing award certificates and general troubleshooting.

In addition, the Regional MOE Chairs would be responsible for promoting the MOE contest to campus journalism programs, journalism advisers, campus editors and station directors and student journalists in general. They would put special emphasis on seeking entries in categories with relatively few entries.

The Regional MOE Chairs would be encouraged to recruit others to assist them so that each region would have a small Regional MOE Committee from which future Regional MOE Chairs could be recruited.
Finally, the Regional MOE Chairs would automatically become members of a national MOE subcommittee that would be part of the national Awards & Honors Committee. The subcommittee would review each year’s MOE results and propose changes in rules, procedures and categories to improve the contest. The committee would also assist in recruiting future Regional MOE Chairs and filling vacancies as they occur.

If approved by the board at the June or August meetings, the Regional MOE Chairs could be recruited, nominated and installed in time for next year’s judging.

3. To support the work of the Regional MOE Chairs and their committees each chair would receive a regional expense budget of $300. This would be financed with an 11 percent increase in the MOE contest fees.

In order to recruit Regional MOE Chairs and their committees it is important to cover costs such as postage, mailing, telephone calls, travel to regional conferences and the like. While these costs will vary from region to region, $300 seems like a reasonable allowance to start with. Adjustments can be made in the future as we gain more experience.

The total cost, $3,600, would be more than offset by raising the MOE entry fee to $10 for members and $20 for non-members. Current fees, which have not been raised in several years, are $9 for members and $18 for non-members. About 60 percent of MOE entrants are non-members. Actual revenue from the fee increase is estimated at $5,000.

The remaining $1,400 would be used for targeted marketing efforts to increase entries in weak categories and to hire about 20 hours or temporary help in Indianapolis to allow staff to better handle peak contest workloads.

Based on past experience, this modest 11 percent increase in the contest fee is not likely to reduce the number of entries. At the same time, the additional revenue will go right into improving the quality of the MOW contest, first by helping recruit Regional MOE Chairs and second by helping national better administer and market the contest.

Future Changes

Once the Regional MOE Chairs are in place and a national MOE subcommittee formed, the subcommittee could begin looking at the various significant challenges facing the MOE contest, including issues raised by the national officers, the national board and the Regional Directors’ Caucus.

Among those questions would be:

- How the current array of categories might be revised to better cover the evolving college media landscape
- How to continue strengthening weaker categories:
- How the current array of categories and judging criteria might be revised to better recognize SPJ core journalistic values
- Whether the current tight deadlines for judging and notifying winners can be made more workable
- If changes are made in the current system of regional conference system, how should the role and mechanics of the MOE contest be changed
- How to address issues of equity for entrants from different size regions who face different levels of competition to get into the national contest

Finding good answers to these questions is important to the future of both the MOE contest and SPJ as a whole. A subcommittee composed primarily of Regional MOE Chairs will have the first hand knowledge and experience propose good solutions and maintain the MOE contest as the premier national college journalism competition and an important contributor to SPJ's overall mission.
MEMORANDUM

DATE: August 9, 2006
FROM: David E. Carlson, President
SUBJ: REPORT OF THE PRESIDENT
FOR: Boards of Directors

After a term as your SPJ president, I think I have a suspicion of what it’s like to be a rodeo rider.

In rodeo, you never know what you’re going to get. One week, it may be a docile animal that will give you 8 seconds with hardly a whimper. The next, you may draw the bucking-cst bronco on the lot.

Being president is a lot like that. You never know from one day to the next what will come your way.

You never know when some college president (Jon Larsen at Ocean County College in New Jersey) will “replace” the 35-year adviser to the student newspaper and then threaten to sue SPJ.

You never know when a member you’ve never met (I’ll not name names here) will toss randomly a hand grenade of words from somewhere on the sidelines.

You never know when a reporter will decide to “selectively” quote you to make it sound as if you believe that censoring the press is a fine, upstanding thing to do. (After 30 years in journalism, dealing with reporters has been truly eye-opening.)

And you never know when you will ask an overworked, underpaid and under-thanked member of this Society to do something great, and they will.

You never know which thing that SPJ or SDX does will make a real difference, change somebody’s life, make journalism or journalists better. You can only feel great to be a part of it.

In the past 10 months, I have carried SPJ’s message to 18 states and two foreign countries, traveling 43,000 air miles in the process.

The executive committee and I have issued some 25 issue-related press releases, some of which were widely quoted online and in print publications including the Boston Globe, the Washington Post, the San Francisco Chronicle, Editor & Publisher and many more (and one of which cost us a big donor).

I’ve written to the president of the United States, the secretary general of the United Nations, the directors of FEMA and EPA, the commissioner of the National Football League, the Kansas City Royals, two governors, a few college presidents and several senators and congressmen.

We have filed or signed on to more than a dozen amicus briefs in various cases important to our causes.

But these are only numbers, not accomplishments. True accomplishments are much harder to come by.

We sent a task force to investigate charges that Ocean County College violated the First Amendment rights of its student newspaper staff and adviser, and a federal judge has since put that adviser back in her job. That’s an.
accomplishment, but it's an accomplishment that belongs to the team of volunteers that
did the work, Paul Schreiber, Carl Corry, Kemi Osukoya and Robert Greenman.

We have maintained our fiscal integrity even as SPJ's membership declined more than 5
percent this year. (The only consolation, and it's not much of one, is that many other journalism
organizations have experienced losses even greater than ours.) We have not only kept our
checkbook balanced, we have bought $450,000 worth of certificated of deposit. That's an
accomplishment, but it belongs to the staff at headquarters, especially Executive Director Terry
Harper and Controller Jake Koemig, who did the work.

We have carried SPJ's Code of Ethics to Asia and Latin America, places where
journalism ethics have hardly been considered before now. We have continued a relationship
with the Asian Journalists Association and established one with the Inter American Press
Association. That's an accomplishment that may enable SPJ to really make a difference in
international journalism, but it belongs to International Committee Co-Chair Dan Kubiske and
past president Robert Leger, who opened those doors.

We published op-ed columns I wrote about the sale of Knight Ridder in some major
newspapers, including the St. Petersburg Times, the Indianapolis Star and Florida Today. That's
an accomplishment, but it belongs to Beth King, our staff communications manager who did the
heavy lifting.

We changed the way we make our national awards by adding a process through which
our committees, the staff and all of our members can vet the candidates. That's an important
accomplishment, but it belongs to Guy Baehr, chair of the awards committee, and all the rest
who do the actual work.

We got the Federal Emergency Management Agency to change its policy and allow
citizens of the United States living in its refugee parks to talk to reporters without a FEMA
escort. That's an accomplishment, but I did nothing more than co-author a letter. The glory
belongs to FOI co-chair Charles Davis who brought the issue to our attention and wrote the first
draft of the letter.

We greatly improved our communications with members through the weekly email called
SPJ Leads and through a complete redesign of our Web site, SPJ.org. Those are great
accomplishments, but they belong to President-elect Christie Tatum, volunteer Tom Henderson
and Web administrator Billy O'Keefe. They did the work, not I.

We put on more workshops and other educational events for journalists than at any time
in more than a decade. That's a tremendous accomplishment, but the credit belongs to the staff,
particularly Chris Vachon and Heather Porter, and the funders, the SDX Foundation and
Bloomberg.

We're helping, through the Legal Defense Fund, a young blogger in San Francisco who
shot video at a demonstration. Federal prosecutors want his outtakes, and he's in jail for refusing
to give them up. Helping him is an accomplishment, but it's one that belongs to all the people
who donate to the LDF.

I could go on, and I should because I'm leaving far too many people out, but the point is
this: It is an incredible privilege to be able to share in the glory for the wonderful work all of you
do. Thank you for making a difference, and thank you for allowing me 8 seconds in the saddle to
serve with you.

Now, let's get back to work.
MEMORANDUM

DATE: July 28, 2006
FROM: Mead Loop, VPCCA
SUBJ: CAMPUS CHAPTER AFFAIRS' REPORT
FOR: Board of Directors

The SPJ task force that investigated the removal of Karen Bosley as adviser to the student newspaper at Ocean County (N.J.) College recommended her reinstatement, as did a College Media Advisers report previously.

Bosley filed suit seeking her reinstatement this spring. On July 26, she reported to me that the judge ordered her reinstatement as adviser in a temporary restraining order. Bosley said her lawyers told her that it is rare to receive a federal TRO and that "getting the clear statement of retaliation at this early stage borders on the miraculous."

Bosley said she was grateful for the task force's conclusion and for the support she has received from many at SPJ.

Demand for student media statement wallet cards has been stronger than anticipated. About a thousand cards have been distributed. The final language reads: "Our student media are designated public forums and free from censorship and advance approval of content. Student media are free to develop editorial policies and news coverage with the understanding that students and student organizations speak only for themselves. Administration, faculty, staff or other agents shall not consider the student media's content when making decisions regarding the media's funding."

A goal for the next year is to upgrade the quality and quantity of student chapters. An audit revealed a very small percentage of student chapters filing reports on time. I will enlist the Campus Advisers at large, the student representatives on the board, Chris Vachon and Wendy Hoke in a concerted effort toward building student chapters.
MEMORANDUM

DATE: August 7, 2006
FROM: Ann Augherton
SUBJ: REGION 2 REPORT
FOR: Board of Directors

It's been a busy year in Region 2, from a very successful regional conference in April, to productive planning meetings with HQ for the 2007 national convention, to chapter programs ranging from professional development, to diversity, ethics and FOI.

CHAPTER HIGHLIGHTS

VIRGINIA PRO CHAPTER
April 19 – “The Art of Conversation and Collaboration,” [diversity, professional development] More than 30 members of SPJ and the Richmond Black Media Professionals met at the University of Richmond for a networking event that included a program with Carmen Foster from VCU Grace Harris Leadership Institute. The program allowed members of the two groups to meet, network and discuss future potential joint programming. Cost to the chapter: $0 (Food and room donated by the University of Richmond.)

April 24 – SPJ Ethics Week Special Program: “Covering the Taylor Behl, Harvey Family and Tucker-Baskerville Deaths [ethics, journalism education] A panel discussion on the ethical considerations of reporting high-profile crimes from the points of view of the police, the news media and the families, based on the reporting of a notorious kidnapping and death case and two murder cases in Richmond during January 2006 that attracted national attention. Discussion included informed speculation about likely coverage of the trials. Panelists: Cynthia Price, Richmond Police Department spokeswoman; Jim Nolan, Richmond Times-Dispatch reporter; Ray Daudani; Channel 12 reporter; Rick Tatnall, Citizens Against Crime executive; Lloyd Dobyns, NBC News retired, moderator. Free; light refreshments provided. Cost to the chapter: $25. Attendance: 40. At the Richmond Times-Dispatch auditorium.

June 14 — 2006 George Mason Award Banquet [ethics; FOI; journalism education; careers] The 43rd annual banquet commemorated Virginia's historic champion of civil liberties with an award to a present-day Virginian for outstanding contributions to journalism. The honoree was James Kendrick Woodley, III, editor of the Farmville Herald. Woodley was chosen for demonstrating that a community newspaper and a principled editor are relevant and vital parts of civic leadership, and for showing that the importance of journalism is not defined by the size of the community in which it is practiced. Also on the program: presentation of two $2,000 journalism scholarships to students attending Virginia colleges. This year's banquet marked the 35th
anniversary of chapter scholarships. At least 66 have been awarded, worth an estimated $65,000, since 1971. A profit of $1,000 from the 2006 event was given to the chapter’s foundation.

WASHINGTON, D.C., PRO CHAPTER
April 28 — The chapter, for the second straight year, used an SPJ grant to hold a program as part of Ethics in Journalism Week. This year’s program explored the limits of publishing classified government information and the controversy surrounding Danish cartoons that lampooned the Muslim prophet Muhammad. Marvin Kalb moderated the program, which was held at George Washington University. The panelists were Jill Abramson, a managing editor for The New York Times; Steffen Gram, the Washington bureau chief of the Danish Broadcasting Corp.; and Carl Stern, a 30-year veteran of NBC News who teaches media and public affairs at GWU.

April — At the invitation of the U.S. State Department, D.C. Pro board member Bob Webb met with Karen Marie Brown, the West Australian editor of The Australian, at the National Press Club. Brown stopped in D.C. during a three-week tour of the U.S. under the State Department’s International Visitor Leadership Program.

May 2 — An open government meetings that D.C. Pro helped draft was introduced at a meeting of the Washington, D.C., City Council. Some council members don’t support the bill, which has not passed so far.

May 21 — D.C. Pro took chapter members out to the old ball game again — this time, to see the start of a regional rivalry with the Baltimore Orioles.

May — D.C. Pro filed comments urging the Metropolitan Police Department to make significant amendments to proposed regulations for issuing press passes.

May 26 — Voting in the 2006 D.C. Pro board of directors election concluded. This was the second straight year the chapter offered electronic voting. Unlike last year, when some paper ballots were submitted, all votes this year came in through e-mail. The races for president, vice president, treasurer, recording secretary, corresponding secretary and four board positions were uncontested.

June 13 — Five noteworthy figures of journalism were honored at D.C. Pro’s annual Hall of Fame and Dateline Awards dinner at the National Press Club. Author and public broadcasting journalist Jim Lehrer; Pulitzer Prize-winner Seymour Hersh, a former New York Times correspondent; Bonnie Angelo, who was with Time magazine for 30 years; and Charles Lewis, who has headed Hearst Newspapers’ Washington bureau since 1989, were inducted into the Hall of Fame. Syndicated columnist and TV commentator Mark Shields received a Distinguished Service Award. Seventeen media outlets won awards in the chapter’s annual editorial contest, which received a record 177 entries. Also honored were a high school essay contest winner and five recipients of SDX Washington scholarships.
July 13 — D.C. Pro members met with Terry Harper and Chris Vachon from headquarters to kick off planning for the 2007 national convention in Washington, D.C. The main discussions were about fundraising and programming. Good progress was made in both areas.

July 14 — A group of D.C. Pro board members and other chapter members attended the SDX awards for excellence in journalism at the National Press Club.

July 22 — At our annual pool party at the D.C. home of chapter members Dick and Roz Kleeman, the newly elected D.C. Pro board established committees, considered nominations for a board vacancy and brainstormed programming ideas, among other things.

September — A program to discuss the ramifications of the Wen Ho Lee civil lawsuit is planned. Media law expert Jane Kirtley, Washington Post reporter Walter Pincus and Betsy Miller, Wen Ho Lee’s D.C. attorney, are expected to be panelists. D.C. Pro board member Robert Becker, a media attorney, will moderate.

October — D.C. Pro’s programming committee is considering a joint event with the Online News Association, which is holding its national convention in D.C. in October. The committee also hopes to revive a monthly happy hour “News Schmooze,” rotating it among bars inside and outside D.C. Several other programming ideas are in the works.

MARYLAND PRO CHAPTER
The annual Maryland Excellence in Journalism Awards Banquet was held May 21 at Marriott’s Hunt Valley Inn. Nearly 80 journalists attended the banquet, which honors excellence in newspapers, magazines, radio and television. This year’s keynote speaker was veteran Baltimore political columnist Lou Panos. (He’s a former writer for the old Baltimore Evening Sun, a press secretary to former Maryland Governor Harry Hughes and a current political columnist for Patuxent Publishing (owned by Tribune). Panos spoke of the need for vigilance in covering political candidates at the state and federal level. He also condemned the so-called blacklisting of two Baltimore Sun reporters by the administration of Maryland Governor Robert L. Ehrlich, who is seeking re-election this year.

TRIANGLE PRO CHAPTER
I heard that the Triangle Pro Chapter submitted an annual report, but I did not see it and I have not heard back from the chapter after repeated emails.

UPCOMING EVENTS
Plans are already underway for the 2007 regional in the Williamsburg area, to be hosted by the Virginia Pro Chapter. Also, the D.C. Pro Chapter has formed a committee to help secure sponsors and develop program suggestions for the national convention in D.C. in 2007.
MEMORANDUM

DATE:     August 7, 2006
FROM:     Holly Fisher
SUBJ:     REGION 3 REPORT
FOR:      Board of Directors

The most challenging areas for Region 3 continue to be Atlanta and Mid-
Florida. Both are struggling to find new ideas and volunteers. I talked last
week with an Atlanta chapter member who would like to try one more time at
getting this chapter going.

My goals over the next year are to assist Atlanta in any potential rebuilding
efforts and to focus on launching a chapter in Alabama. This state has been
without a chapter for years and I would like to see some development in
possibly the Birmingham area.

The regional conference 2007 is scheduled for March 30-April 1 in
Gainesville, Fla. The North Central Florida Chapter is hosting next year's
conference.

This will be my last year as regional director. I will begin looking for
someone to take my place next year.
MEMORANDUM

DATE: August 5, 2006
FROM: Gordon Goevter
SUBJ: REGION 6 REPORT
FOR: Board of Directors

Region 6 has a full spectrum of active, very active and inactive chapters. Two of the top chapters in the society, the Minnesota Pro Chapter and the University of Minnesota Student Chapter, lead the way in the region with outstanding organization, programming and policies.

The Minnesota Pro Chapter held nine events this past year, including its annual Page One Awards Banquet, An Intern Night for students, and a panel discussion on the state of journalism entitled “Why News Still Matters.”

The University of Minnesota Student Chapter held over a dozen meetings through the school year, including a half-day Ethics Workshop, a service project, a campus crime reporting meeting, and a FOIA discussion with a Pulitzer prize-winning reporter. The chapter has 51 active members.

The St. Cloud State University Student Chapter held eight events including a First Amendment Forum, a Diversity Panel, a campus crime meeting, and a National Ethics Week event. The chapter also did a service project and developed a helpful booklet entitled SPJ for Dummies.

The Minnesota State University-Mankato chapter had an outstanding schedule of 14 meetings including Diversity Panel, an FOI program, a Project Watchdog program and a service project. Almost two dozen students have been added to the chapter, it’s doing very well for a new chapter.

The Minnesota State University-Moorhead chapter reported eight meetings, almost all related to TV news production.

The University of St. Thomas reported six meetings, is quite active but reported difficulty getting members to turn out for meetings despite a variety of approaches.

The UW-Eau Claire is an active chapter although numbers seem to be small and relatively few meetings were held.

The UW-Milwaukee put together a solid schedule of 8 meetings and activities through the year, working in conjunction with the Milwaukee Press Club. The size of the chapter is also growing. Has a very active leadership.
The UW-River Falls filed a report but has seen little activity. The chapter is barely alive.

The UW-Madison got a slow start but held three events in the second semester, including an Ethics Week panel on blogging and an internship workshop.

The Madison (WI) Pro Chapter held a total of 6 meetings, a number in conjunction with the journalist-in-residence program at the University of Wisconsin School of Journalism and Mass Communication.

The Regional Conference continues to be one of the top SPJ regional events in the country. It benefits from the prudent decision made about six years ago to combine efforts with the Northwest Broadcast News Association, the Minnesota Associated Press, the Radio Television News Directors Association, the National Press Photographers Association, the National Television Academy and Minnesota Journalism Center.

This year the Regional Conference was held in Bloomington, Minnesota, on March 31 and April 1 with total registrants numbering 364. We had great participation from student journalists but need more involvement of professional journalists. Bruce Cadwallader spoke at the MOE luncheon. The FACS presentation on "The Business of the News Business" by James Gentry, a professor and former dean of the University of Kansas' School of Journalism and Mass Communications, was outstanding and very well received. (Gentry's presentation is available online at http://www.facenet.org/tools/biz_econ/covering_biz/Gentry.pdf) Bob Steele of the Poynter Institute also gave a presentation on "The Ethical Challenges of Daily Journalism." We're already planning for 2007, March 23-24, with a planning meeting scheduled at the Minnesota AP offices on October 14.

One of my main concerns is the revival of inactive chapters with the top chapter on the list the Milwaukee Pro Chapter. There are about 150 SPJ members living in the Milwaukee area. With that in mind, I attended a meeting of the Milwaukee Press Club on March 22nd, as President Dave Carlson presented a plaque which declared the club a Historic Site of Journalsm. The MPC is the oldest Press Club on this half of the planet, perhaps the entire world. Soe who were present for this meeting expressed an interest in trying to revive the chapter, perhaps in some way associated with the Press Club.

Earlier in the year I also met with Professor Doug Trouten at Northwestern College in St. Paul. Northwestern is working on a chapter application. However, personnel changes have delayed their follow through.
MEMORANDUM

DATE: August 8, 2006
FROM: Chris Vachon, Associate Executive Director
SUBJ: CONVENTION UPDATE
FOR: Board of Directors

Convention 2006

➤ Registration Numbers
  • 617 people registered as of 8/8/06 (this number is on track – at this point in the process last year, we had 600 people)
  • 840 attendees at the Convention 05
  • 914 attendees at the Convention 04
  • 584 attendees at the Convention 03
  • 607 attendees at the Convention 02

➤ Web site
  • This year’s convention pages were more robust than past years
  • The online registration form continues to be utilized heavily

➤ Pre-Convention Workshops
  • This year we increased our offerings from 3 programs to 5 programs at $25/program. Our assessment is that we need to keep it to 3 programs.

➤ Call for Programs
  • We received 100 proposals for the 64 professional development slots. Besides the great response and the high quality of the proposals, this process also allowed us to market early and to be more organized with our professional development offerings.

➤ Exhibitors
  • We had better success this year in attracting exhibitors – we have 25 exhibitors secured.

Convention 2007

• October 4-7
• Hyatt Regency Capitol Hill
• Call for Programs being announced in September; due date for program proposals will be in December
• Meeting with HQ & DC chapter held in July 06
MEMORANDUM

DATE: August 23, 2006
FROM: Joe Skeel, Editor
SUBJECT: QUILL EDITOR’S REPORT
FOR: Board of Directors

RECENT CHANGES
Quill continues to undergo design and content alterations. The biggest change you may have noticed is that we are now using SPJ’s signature blue as our spot color to aid in branding the magazine with SPJ. One of the new content additions to Quill is the “NewsGems” column. Jon Marshall of Northwestern University compiles information each day that focuses on the best journalism around the country. He posts this information on an SPJ blog, but also produces a column each month for Quill.

FUTURE OF QUILL
With the help of this year’s Pulliam/Kilgore intern Brea Jones, we have begun research into digital publishing of Quill, where the magazine could be viewed from any Web browser. This technology goes far beyond simple PDFs, and I would encourage all of you to visit olivesoftware.com to get a taste of what we’re considering.

Proposal:
• SPJ students would receive the digital version of Quill instead of their regular mailed issue. Students would have to opt out of the digital version to receive the mailed version.
• Professional SPJ members would have the opportunity to opt-in to the digital version instead of the printed version.
• Getting both versions would not be allowed.

Benefits:
• Students would have a product marketed specifically to them. It would give them a sense that the society is interested in their needs.
• This will aid in putting Quill (and SPJ) at the cutting edge of media and media technology, something we write a lot about now, but aren’t part of. Plus, its something our tech-savvy members would find totally fun and cool.
• We would save approximately $2,000 per issue on print and mailing costs. We could use this savings to improve paper quality and/or add more color in the mailed version, giving Quill a more professional look. Also, we would cut down on the costs associated with bad college Quill addresses from the postal service (We had about 52 for the August issue alone, and they were still coming in at the time of this memo. Each costs 75 cents. This amounts to hundreds of dollars per year.)

ADVERTISING REVENUE
It’s early in the fiscal year, but Quill’s advertising revenue looks promising for 2007. For the first two months of fiscal year 2007, we have generated $10,605. That’s an increase of $2,300 over the first two months of last year (28 percent). With another $16,150 already guaranteed for the next three issues, I’m optimistic we can slow (if not halt) the downturn in ad revenue.
MEMORANDUM

DATE: August 8, 2006
FROM: Heather Porter, Programs Coordinator
SUBJ: AWARDS REPORT
FOR: Board of Directors

Sigma Delta Chi Awards
Following convention, I will be updating and printing the brochures for the 2007 contest, honoring work published or broadcast in 2006. With help from Vocus, our PR software, I believe we will have access to a larger group of journalists, especially those involved in television and online journalism.

As you know, the transfer of the Green Eyeshade Awards to the Regional Directors has had an impact on the overall budget at HQ. I am looking at ways to increase our revenue, both with SDX and MOE, without increasing the cost to market the programs in an attempt to make up the difference.

Mark of Excellence Awards
The MOE Awards are undergoing changes to increase competition in a few of the categories. After the convention, I will be editing the brochure to reflect any changes made by the board.

New America Award
The upcoming year will be the third year for the contest. The number of entries has been low the past two years, even with extended deadlines and special calls to newsrooms. The board should look at ways to increase competition in this contest by keeping their eyes and ears open for great collaborative work between ethnic and mainstream media. If any great work is spotted, the journalists involved should be encouraged to enter.

Green Eyeshade Awards
I have been working with Holly Fisher and Clint Brewer to make the Green Eyeshade Awards transfer as smooth as possible. There may be some bumps in the road for this first year, but I believe the contest will be a great asset to the regions involved.

General Awards
The new vetting process for the SPJ’s national honors went well for the first year. Next year, my hope is to have a full month to post the nominations online for comments by SPJ members. The timing of convention did not make this possible this year. The comment form was available for 14 days and attracted 11 comments.
MEMORANDUM

DATE: August 23, 2006
FROM: Beth King, Communications Manager
SUBJ: COMMUNICATIONS REPORT
FOR: Board of Directors

Since we met in April, several communications activities have taken place. This report has been broken down by internal and external communication activities to provide a clear snapshot.

Internal Communication

- SPJ Leads: We continue to provide updates to our membership about our advocacy work, upcoming events and relevant scholarship opportunities. Additionally, we are working to make SPJ less text-heavy with the introduction of more art.

- Membership communication: To further brand SPJ's membership communication efforts, Web master Billy O'Keefe designed HTML headers that are used in e-mail blasts. Taking the theme further, Quill editor Joe Skeel designed templates to homogenize all membership and leadership communication materials. Included in that is a new look for Working For You, which is updated monthly and sent to member with their bills and to prospective members.

- Online Job Bank: We continue to build our online job bank with new postings each week. We receive openings from various media outlets that are accessible by members only. However, organizations are encouraged to post openings for free or send their openings directly to me for inclusion.

External Communication

- Vocus Membership Drive: In July, we launched an online membership campaign using prospect lists created in Vocus. A series of 10 messages on the topics of jobs, FOI, ethics, training and advocacy went out to over 10,000 media contacts, including reporters and editors. The messages were designed to drive people to our Web site. For an example of its effectiveness: Shortly after sending out the ethics message, 94 people visited the Join Now page and just over 100 visited the ethics pages. There were also 100 visits to the Quill page, too. Also, the number of unsubscribe requests went down drastically each week. It will be important to focus on developing messages that every journalist identifies with, no matter the beat.
• Narrative Writing Workshops: Vocus also proved useful in promoting the Missoula Narrative Writing Workshop, reaching more than 5,000 journalists. Additionally, communications intern Bridget Thoreson contacted several journalism organizations and asked to have information published in newsletters and on Web sites and listservs. The result: Entries rocketed from 8 to 40 in just two to three weeks.

• Press statements: SPJ made statements on the Kansas City Royals’ pulling media credentials, the media expulsion from Guantanamo Bay, the Bush administration’s secret banking surveillance program, FEMA’s media relations policy and jailed blogger Josh Wolf. SPJ board members were invited on several radio shows in New York, San Antonio and Sonoma, Calif., and received mentions in AP stories, Editor and Publisher, and others.
MEMORANDUM

DATE: August 2, 2006
FROM: Wendy Hoke, Membership Manager
SUBJ: MEMBERSHIP UPDATE
FOR: Board of Directors

All membership is local. As such, the national membership focus has been on creating resources, tools and back-up support for chapters to implement in their own communities.

To that end, we’ve revised all written and Web materials and have created new materials that cover volunteer opportunities at local, regional and national level; training opportunities; membership recruitment; and leadership support. These efforts will continue and we will respond as needs are identified.

In coordination with the Chapter Doctors, we’re also working on providing support, assistance, mentoring and guidance for struggling and new chapters. Our ability to follow-up quickly and connect leaders to members is critical.

I’ve asked specific help of board members in our effort, namely the Regional Directors who are the eyes, ears and boots on the ground in each of the regions. I’ve also asked for the assistance of the two campus advisers at large and the campus reps in helping to provide mentoring assistance for both advisers and students in campus start-up chapters, which continue to come in to HQ at a healthy pace.

Our pro chapters have been hurting as evidenced by our membership stats, annual reports and anecdotal reports. Much of the membership focus must be on professional chapters. We’re working to reactive chapters, particularly in major media markets. We’ll also be testing a new effort at having a statewide chapter, possibly starting in North Carolina or Wyoming. Other targeted chapters for development in the coming year are:

- Dallas
- Birmingham
- Milwaukee
- New Orleans
- Atlanta

I will point to St. Louis Pro as a great success and that’s in large part due to Jeff Douglas, who has spearheaded the effort. He was an enthusiastic student member who is now using his energy to reanimate a pro chapter. A conversation with some of the campus advisers at Scripps shows there are a wealth of such former students come pros in our ranks. We’re tapping into them for reactivation/activations in Austin, Dallas, Birmingham and Buffalo.

However, we also have a number of big-city chapters in need of oxygen. We’re in danger of losing the entire state of Pennsylvania due to lackluster leadership and membership. Since the state is divided into two regions, I feel we need to work from both regions to right its course.

The Chapter Doctor review of annual reports also suggests that membership has not been a priority for many chapters. This is disheartening and has been reflected in our pro

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numbers, which were dropping until recently. Our job is to enable local chapters to be responsive to membership. But the ultimate burden will fall on local chapters to act. I’ve been a traffic cop, pointing people in the right direction, facilitating e-mail intros and generally responding to inquiries.

Julie Grimes and I took the graduating senior message one step further this year. I took their new contact info and followed up with an e-mail about the local chapter in their area, complete with links to Web sites and president contact info. I let them know that no matter where they land with their new job, SPJ will be there. I also connected them to specific resources on the Web. This is the level of engagement I’d like to encourage across the board.

Future Membership Plans
The next six months will be a larger focus on developing/resuscitating chapters and building a leadership and membership infrastructure from the local level up. The goal is to get our numbers back up to near 10,000. Key to that effort is a comprehensive approach to membership.

Comprehensive Membership Plan
SPJ does a great job of attracting members, but has a hard time keeping them. To meet that challenge, we’ve developed a long-term membership plan that builds energy and interest in SPJ by touching base periodically (both “live” and virtually) and by building up the case for staying involved with SPJ. We need local help to make this plan work.

- **New members**
Receive an e-mail welcome from HQ that connects them with their local chapter leaders and gives them instructions for logging in to SPJ.org, Web sources available and a reminder to subscribe to PressNotes.

- **Three months**
Local chapters will be advised to follow-up with a phone call to new members to find out if they’ve received all their materials, if they’ve attended a chapter event, if they have questions, complaints about the Society and generally gauge their impressions of SPJ.

- **Six months**
Local chapters will be advised to send an e-mail follow-up to all new members to alert them to specific volunteer opportunities within the local chapter.

- **Renewal Time**
Renewing members will also receive a new sheet on volunteer opportunities at the local, regional and national levels and information about SDX, its activities, how it relates to SPJ and how you can support.

Other Ideas
In the space of a few months I’ve had the good fortune to tap into some great SPJ minds for membership ideas. These are a few that have come out of those conversations. Special nod goes to Jason Jedlinski and Mark Scarp for their great ideas, included below, and enthusiasm.

Promote advocacy efforts more extensively. All members should be receiving SPJ Working for You, not only at the time of renewal. This is the best example and evidence we have of what we do. The new Web site allows us to better promote our advocacy efforts.

Outreach Month: I’d like to have a national membership outreach month, probably timed in March or April in advance of regional conferences. We would order extra Quill magazines and compose a template letter for chapters to customize for their areas and members. Each chapter could target their membership recruitment mailings and send letters and Quill magazines to prospective members.
Membership listerv: There should be a way for chapters to share membership ideas, problems, solutions, etc. I'd like to get a listerv started online that I could moderate. I'd even post questions weekly to get conversations started.

PSA in Guild Reporter magazine: Newspaper Guild currently has 34,000 members. A pointed ad using SPJ Working for You info could have far-reaching impact for membership right into the newsrooms we try to reach.

Welcome to Pros kit for recent graduates: I'd like to see if we could get grant money to send kits to new graduates that contain the following:
- Welcome letter from Generation J chair on importance of staying member
- Reporter notebook/SPJ pen
- Gourmet coffee and Gen J or SPJ mug
- Tip sheet for organizing your day (as a reporter; how do you fit it all in?)
- Copy of Open Doors and state sunshine chair
- Tip sheet with info on job sites, cheap moving companies, cheap business cards, freelance resources
- Cheap calculator and math for journalists cheat sheet

Scripps Leaders: We need to more directly encourage our pipeline of leadership graduates to consider higher office. We're investing in them in the hopes that they will carry SPJ forward and I think they need to know that without mincing words. I'd like to see some ongoing communication among the graduates facilitated by Web discussion board. Carry that energy they have from the weekend throughout their term of office. Perhaps we could give them some certificate noting their completion of the training.

Expanding membership: One question I've been asked a lot lately is whether or not bloggers or citizen journalists can be members. This is a question we need to address sooner rather than later. It could potentially open up membership to a new segment, but I can also see the traditional media folks having trouble with their inclusion. Our inaction speaks louder than anything else and feed the perception (or misperception) that we're a bunch of Midwest do-gooders. I'd like to get the board's feedback on how to proceed.

Every point of contact, every e-mail and newsletter, every press release and voicemail speaks directly to membership. We are re-branding SPJ as THE journalism organization for the future. The job is big and involves everyone and I'm looking forward to working alongside the new leadership to reinvigorate SPJ and its membership.
MEMORANDUM

DATE: August 23, 2006
FROM: Steve Geiermann
SUBJ: ACCREDITATION COUNCIL FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS - FALL/SUMMER 2006 REPORT
FOR: Board of Directors

ACCREDITING DECISION-RECOMMENDATIONS

The Council re-accredited 10 programs, granted initial accreditation to two and put six schools on provisional status. I participated in two site visits, to Auburn in Alabama and Hampton in Virginia. Both received provisional re-accreditation, although Hampton appealed and a final decision is pending.

Schools were reviewed against nine standards adopted three years ago. A new standard on assessment standards tipped up five of 18 schools, which drew non-compliance conclusions. Several site-visit teams decided to give the units a passing grade.

The Council will meet Sept. 1 in Chicago to discuss policies and broader issues on standards and accreditation review process.

HAMPTON APPEAL

Hampton University protested the provisional re-accreditation after a site team, on which I was a member, found the Scripps Howard School deficient on governance and scholarship. The Committee and Council upheld the recommendation over the school's objections based on a flawed review process by the team.

Hampton's complaint focused on "unprofessional" and "unprincipled" actions, including a telephone conversation I had when contacted by Internet reporter Richard Prince, of the Maynard Institute, three days after we left campus. Although I was not quoted, I did seek to help Prince understand the accreditation process and in doing so enabled him to craft a story. ACEJMC discourages team members from discussing results until the Council reaches a final decision.

An appeals board recommended overturning the Council, but requiring a revisit in the 2006-07 year and a new decision in 2007.

SCHOLARSHIP UNDERSCORES SIZE ISSUE

Hampton, Arizona, Nichols State, Eastern Illinois failed to meet the standard on scholarship and professional activities. These conclusions may suggest that smaller programs with a strong emphasis on teaching will be unable to show the level of scholarship common at larger programs. This may become an issue that will be considered by the full Council in coming years.

At Auburn and Florida, program administrations departed after the review concluded the units were weak on governance issues.
COUNCIL CHANGES
American Society of Newspaper Editors named Peter Bhatia, executive editor of *The Oregonian*, Portland, to replace Jerry Ceppos, former vice president for Knight-Ridder, who represents the Newspaper Association of America Foundation, replacing James Crutchfield; The Association of Schools of Journalism and Mass Communication named Dianne Lynch, Ithaca, to replace Judy Turk; Tim Gleason, Oregon; to replace Terry Hynes, and Pam Creedon, Iowa, to replace Shirley Carter; National Association of Hispanic Journalists named Mercedes Lynn de Uriarte, Texas, to replace Carolina Gonzalez; American Academy of Advertising named Mary Alice Shaver, Central Florida, to replace Linda Shipley; Association for Education in Journalism and Mass Communication named Fred Blevens, Oklahoma, to replace Barbara Hines. Public Member Christine Harris, former radio and television journalist, San Jose, replaces Dorothy Ridings

Council President Saundra Keyes, former editor of Gannett’s Honolulu Advertiser, will step down at the spring meeting. Keyes has joined the Reynolds School of Journalism at Nevada-Reno. Keyes will preside at the Sept. 1 meeting in Chicago.

ACCREDITED PROGRAMS:
First time accreditation: Elon and Virginia Commonwealth.
First-time provisional accreditation: Winston-Salem State.

ACEJMC meets in May, to review programs, and in September, to discuss policies and issues. Each year, teams of educators and practitioners visit schools to review programs against nine standards. A committee meets in March to review team conclusions. Member fees are based on a group’s budget. $5,000 for SPJ, with $6,000 for groups with bigger budgets. School dues are rising to $1,000 from $650, a rate set in 1997.

The Council, founded in 1945, is the only body accrediting journalism, public relations, advertising or telecommunications programs, with 15 industry groups and five educational organizations. SPJ joined in 1977, withdrew in 1989, and returned in May 1996, represented by President Kelly Hawes. I replaced Kelly the next year and am completing my ninth year as a Council member.
To: SPJ National Board  
From: Guy Baehr, Chair, Awards & Honors Committee  
Date: Aug. 5, 2006  
Re: Committee Report

**National Awards**

Awards are one of SPJ's most visible activities both inside and outside the profession, a fact we learned from the reactions to some of our national awards at last year's convention. To ensure that the board would have a broad choice of thoroughly vetted candidates for national awards the committee worked with President Carlson, the board and Heather Porter of the headquarters staff to design a better process for finding potential awardees and providing background information on them.

The new process got the relevant committees and committee chairs involved earlier in the process and also gave the membership a chance to offer online feedback by posting the names of candidates in most categories on the members-only section of the society’s website. According to staff, the process worked fairly smoothly, although the time available for member feedback was somewhat less than envisioned.

Some tweaks to the process are likely next year. One proposed improvement is to have the Awards & Honors Committee take primary responsibility for suggesting candidates for the Helen Thomas Lifetime Achievement Award and the Fellows of the Society Awards. Leaving the task to all committee heads without fixing specific responsibility did not produce the broad range of candidates that I think is needed.

**Sigma Delta Chi Awards**

The awards dinner in Washington, D.C. continues to be a successful event, with ever more winners attending to receive their awards in person. This year’s multi-media presentation of the awards, smoothly narrated by our own Terry Harper, was generally considered to be the slickest so far.

The impact of this year’s SDX Awards should be significantly wider because of the completion of a project to put all the winning entries on a CD that will be distributed to winners, journalism schools and others — as well as posted on the SPJ website. I believe this project, which was funded with a $50,000 grant from the SDX Foundation and will continue in future years, will significantly increase the visibility and reach of the excellent journalism we seek to honor with our awards.

**Mark of Excellence Awards**

Based on conversations with national officers and board members, I have submitted a separate memo outlining proposed changes in the Mark of Excellence Award. If approved I believe they will lead to significant improvements in the MOE Awards and, at the same time, make administration of the contest less burdensome for regional directors. I will be on hand to answer any questions when they are considered.
MEMORANDUM

DATE: July 31, 2006
FROM: Bill McCloskey, Bylaws Committee Chair
SUBJ: ANNUAL REPORT 2005-06
FOR: Board of Directors

A special ad hoc subcommittee of the Bylaws Committee met several times by conference call to come up with recommendations for a process to implement the one-member one-vote proposal that will go before the membership at the 2006 convention.

Earlier in the cycle the Bylaws Committee fine-tuned language from an earlier proposal on this issue so that it could be readied for submission to the board and the membership in accordance with the bylaws amendment process.

During the year the committee also fielded a few requests for interpretation of various bylaws provisions.

The committee has no further bylaws changes to recommend and has not had any other requests to review any changes submitted via chapters or individuals.

Members of the committee are: Bob Becker, Amy Fickling, Irwin Gratz, Kelly Hawes and the undersigned.
MEMORANDUM

DATE: August 7, 2006
FROM: Irwin Gratz, Centennial Committee Chair
SUBJ: PLANS
FOR: Board of Directors

We now have an outline of things we want to pursue to mark the SPJ Centennial during 2009. Our goal will be 100 percent participation of the membership in some centennial year event.

We want to see the SPJ history updated (from the 75th anniversary publication, "Talent, Truth and Energy"). Ginny Frizzy of our committee will work on finding someone to do that. The resulting work will be posted to the SPJ web site for reference, or downloading and we will ask headquarters to look into ways we might arrange to have it available as a "print-on-demand" book for those who would like one.

We would like to excerpt that history for a series of display panels that will tell the SPJ story. Terry Harper at headquarters has been collecting SPJ memorabilia that might be useful as part of this project. If we can raise the money, we'd like at least some exhibit panels that could travel and be displayed at regional conferences in 2009, with the displays then to return to headquarters for permanent display there.

We plan to have a major event in early May at DePauw in Greencastle. I hope to visit Greencastle in the next couple of months to meet with school officials and begin making those arrangements.

Committee members Charles Fair and John Hopkins have agreed to look into having some kind of press-related commemorative stamp issued. Based on postal service regulations, this will have to be timed to the '09 convention since there is a three-year lead time on these things. It also appears we, as a Society, may be ineligible for a commemorative directly honoring SPJ. But there are other options and Charles and John will look into them all.

To have some fun during the centennial year, the committee endorses the idea of creating movie viewings around the country of some film or films that spotlight the news media. Holly Fisher and Kristina Dodge have agreed to explore this idea with major movie chains to see if we might create a series of viewings around the country, perhaps that could serve as fund-raisers for our legal defense fund. We will also explore the idea of enhancing the viewings with follow-up symposia on real-life journalism issues.

Bruce Cadwallader has already suggested a proposal for a centennial flag. Sonya Smith suggests we consider a contest for a logo design that we could use.
for that purpose and / or for merchandise we would offer through our current supplier.

We would also like to make some attempt to identify older, possibly founding members from SPJ chapters around the country, with the goal of inviting them to centennial events (including the '09 convention in Indianapolis). The committee also agreed we should try to do something special (perhaps at convention) for past honorees, including Wells Key winners, First Amendment award winners, etc.

We would like to investigate further reprising a "First Amendment Congress," Several of these were held before its sponsoring organization, led by our own Jean Otto, disbanded in the late 1990s. This is an idea I will explore with Gene Policinski of the First Amendment Center to see if they have an interest in working with us on such an event, or series of events.

Finally, we have a longer list of suggested events we want to have posted to the SPJ web site, probably in 2008 as ideas for chapters that might want to create their own SPJ centennial events. Sonya Smith has agreed to condense and copy-edit our list for that purpose.

The committee plans to meet again via conference call in October to review progress and seek additional input.
MEMORANDUM

DATE: August 7, 2006
FROM: Sally Leaoman, Diversity Chair
RE: DIVERSITY COMMITTEE REPORT
TO: Board of Directors

Active committee members: Robert Anthony, Beth Haller, Curtis Lawrence, Ray Marciano, Mike McQueen, Tommy Valuckas, Pueng Vongs, Venise Wagner

DIVERSITY LEADERSHIP PROGRAM. This year-long leadership and mentoring program aims to develop more diversity within our national leadership ranks by tapping SPJ leaders of color, then giving them support to become active at the national level. Six fellows attended the convention last year under the program; six more begin their participation this week.

Last year’s fellows have really delivered for SPJ. Holly Edgeall, Missouri School of Journalism, is running for a board seat. She has worked diligently on SPJ outreach to NAJ and collaborated with Mark Scarp on broadcast membership. Curtis Lawrence, Columbia College, planned a fellows reunion, helped set up an investigative reporting session for fellows, organized a convention panel and is working on a high school journalism diversity project. Bonnie Davis, Virginia Commonwealth University, directed a high school workshop, organized a cross-cultural communication workshop and a chapter event on news media diversity, and coordinated a convention panel. Pueng Vongs served as treasurer of the Northern California chapter and is now vice president. She organized a convention panel and is working on an ethnic media FOI training, described below. Meena Thiruvengadam volunteered for the audit and FOI committees and Felisa Cardona is on the ad hoc committee. Felisa also helped put on a regional conference and moderated panels, including one on age differences in the newsroom. Several fellows served as judges for national awards and developed cross-organizational events with UNITY member groups. Fellows each serve on a national committee.

We have an exciting training arranged this year at the convention, including an investigative reporting session at the Chicago Reporter, a mentoring workshop by Center for the Integration and Improvement of Journalism Director Cristina Azocar, and an organizing and leadership training by Applied Research Center’s Josina Morita.

RAINBOW SOURCEBOOK AND DIVERSITY TOOLBOX. Headquarters staff designed a new section for the website to highlight the “Get to the Source” teaching module on diverse sourcing (spj.org/div-gts.asp). They timed it to AEJMC and put out a press advisory to universities. This resource is now available electronically and professors can download a copy for classroom use. I made it available at the AEJMC session I moderated and talked up the Sourcebook and Toolbox at NAJ. People are very enthusiastic about the Sourcebook, and I even met a journalist in Bosnia-Herzegovina who is using it!

We have three new Whole Story tips and tools lined up, with one ready to go out to the full membership this month. These offer coverage strategies and point readers to our Rainbow Sourcebook and Diversity Toolbox.
We have hired a researcher to add sourcebook listings and update others. Once this process is complete, I hope we can redesign the user interface to make searches easier. This needs the attention of headquarters staff.

OUTREACH TO UNITY MEMBER ORGANIZATIONS, NEW AMERICA MEDIA AND NLGJA. We are making progress on this goal. Terry Harper, Pueng Vongs and Meena Thiruvengadam attended AAJA. I went to NAHI, and Dave Carlson is planning to go to NABJ. Our FOI trainers will be presenting a workshop at NAJA. So far we have nothing planned for NLGJA, although we will be working with them to promote their new resources on covering LGBT issues to our members.

I hope you will help SPJ contribute training and panels to these conferences. Our efforts here show members and prospective members that we really are an inclusive organization. For your calendars next year:

NAJA, Denver, Colo., June 6-9
NAHI, San Jose, Calif., June 13-16
NABJ, Las Vegas, Nev., dates coming

AAJA, Miami, Fla., Aug. 1-4
NLGJA, San Diego, Calif., Sept. 6-9
UNITY, Chicago, July 23-27, 2008

UNITY COVENANT. UNITY board members have not met since we last voted on this at the spring board meeting. The UNITY board will be able to discuss our proposal at its next board meeting Oct. 27-29. The covenant proposes mutual support; if you have an idea for a joint project, please let me know.

QUILL. I've contributed regular columns on diversity to Quill over the past year. Diversity committee members and diversity fellows also have pitched their own pieces.

HIGHLIGHTS FOR 2007:

TRAINING FOR ETHNIC MEDIA REPORTERS AND EDITORS. Journalists who work for community and ethnic media express a great thirst for training, especially on FOI and professional skills. The FOI workshop at NAJA will serve as a pilot to help SPJ trainers tailor their expertise to a particular community. Then we plan to roll out chapter-level FOI training for ethnic media beginning in four to six cities next year. New America Media has invited us to kick off with a half-day session at their awards event Nov. 14 in Washington, D.C. We are targeting Minnesota, NW Arkansas, Los Angeles, and California Inland Pro for chapter events, and discussing the possibility of Spanish translation. Members from Chicago and New Orleans, as well as an ethnic media association in Detroit have also expressed interest. We will flesh out more ideas at the diversity committee meeting.

I'm convinced that these programs will pay off for SPJ influence and membership. Thanks for your support!
SPJ FOI Committee Activities 2005-2006

FOI Committee Co-chairs
Charles Davis
Joel Campbell
Robert Leger

Prison Access Update
The highlight of the FOI Committee’s outreach this year was the completion of updating SPJ’s Prison Access Project Web site. A preliminary report about the research was presented during a panel discussion during the National Journalism Conference in Las Vegas. Thanks to the generous support of Sigma Delta Chi Foundation, the Web site has been updated. The next step is to produce 1,000 CDs with the information.

Reporters Shield Laws
In concert with SPJ leadership, a major focus of the FOI Committee has been improving both federal and state reporters’ privilege. Columns, speakers, panels and news releases have shown the need for improving shield laws in the wake of the jailing of Judith Miller and growth of government subpoenas.

Sunshine Week
Several SPJ FOI Committee members – and your co-chairmen – played roles in the 2nd Annual Sunshine Week event. Major kudos to ASNE’s Andy Alexander and Debra Gersh Hernandez, who led a major effort to get newspaper, TV stations and even web sites involved. SPJ provided content to the www.sunshineweek.org site including a column by Charles Davis as well as links to SPJ’s audit toolkit and “Open Doors” project.

OpenTheGovernment.org, Coalition of Journalists for Open Government
Through the leadership of Robert Leger, the SPJ FOI Committee has been active at the federal level to help stem the tide of government rollback of information access. Through these coalitions, SPJ has been part of several initiatives battling the rollback of information or advocating on behalf of a federal shield law. Both coalitions also provide early warning on issues where SPJ can individually speak out or issue FOI alerts, such as the EPA’s efforts to reduce public reporting of toxic emissions. OTG.org, incidentally, is undergoing change. Rick Blum, the founding coordinator, left to head the Sunshine in Government Initiative. He’s been replaced by Patricia McDermott, the American Library Association’s key staffer on open government issues. The steering committee, which Charles Davis has joined wearing his NFOIC hat, is reviewing our strategic vision.

National FOI Summit
SPJ’s FOI committee jointly sponsored the National FOI Summit in April 2006 in Indianapolis with the National Freedom of Information Coalition. SPJ Sunshine Chairs were awarded travel grants to attend the conference. Both Charles and Joel were involved as speakers and panelists in the program. Former SPJ president and Indiana Sunshine co-chair Kyle Miedepruem was a primary organizer of the event.

Sunshine Chairs
We have 40-plus Sunshine Chairs, but have vacancies in 9 states. We e-mail them often and they are in touch occasionally. Sunshine Chairs are active in mobilizing journalists and the public in many local fights over access to meetings or records. For example, the Alaska Sunshine Chair helped coordinate a response when police searched a newsroom in Anchorage. The Northern California chapter continues to be active in pushing legislation that would increase access to prison inmates, the Indiana chapter fought initiatives that would close information by privatizing government services, and the Utah chapter fought a frontal assault on that state’s open records laws by the state legislature.
Legal Defense Fund
Committee co-chairs have been active in helping approve Legal Defense Requests throughout the year.

Awards
Committee co-chairs help nominate and background Sunshine Awards and First Amendment Award. Campbell also served on the Pulliam First Amendment Award Selection Committee.

FOI Alerts and news releases
(full text and accompanying letters available at: http://www.spj.org/spjnewsa.asp)
- Georgia Supreme Court Ends Mercer Lawsuit Over Private College Police Records
- SPJ disappointed in Hosty v. Carter ruling
- EPA seeks to cut off information about pollution
- Knightstown's secret insurance settlement examined by Indiana appellate court
- Public Access to Vital Records Threatened by Terrorism Prevention Act
- Student Journalists Compromised By Supreme Court's Decision
- Media Expulsion From Guantanamo After Suicides Inappropriate, Counterproductive
- FEMA restrictions modified after SPJ protest
- Governments may restrict access to birth records
- Letter to Sheriff Michael Hunt, Aiken S.C. about doing background checks on those who request public records.
- Private Campus Police Records opened in Georgia
- EPA seeks to cut off information about pollution
- Minnesota Governor Seeks to Limit Access to Public Records

Quill columns
Joel and Charles continue to write an FOI-related column for each issue of Quill, and coordinate coverage of the FOI edition as well. We have opened the column to other SPJ members and FOI committee members.

Speaking interviews
Leger, Campbell and Davis have all been interviewed by print and broadcast media about many of the issues listed above.

Training
FOI Committee members have made the following presentations through the Bloomberg-SPJ Training Program.

May 18, 2005
Greeley Tribune
Greeley, Colo.

November 16, 2005
Cox Newspapers
Dayton, Ohio

June 9, 2005
The Register-Guard
Eugene, Ore.

February 8, 2006
Springfield News Leader
Springfield, Mo.

July 15, 2005
The Las Vegas Review Journal
Las Vegas, Nevada

February 7, 2006
Star Tribune
Minneapolis, Minn.
May 17 & 18, 2006
Cox Communications
Longview, Texas

July 22, 2006
Univision
Dallas

Aug. 10, 2006
Native American Journalists Assoc. Conv.
Tulsa, Okla.

Interviews:

April 2005-April 2006: Davis, Leger and Campbell have been interviewed many times on a wide variety of FOI topics.

In the Future:

We are sad to announce that Charles Davis will be stepping down as a committee co-chair. We expect him to still be active in FOI as the executive director of NFOIC. We have nominated David Cullier, journalism professor at University of Arizona, to join Campbell and Leger.

Proposed initiatives for 2006-2007

- Develop resources for SPJ Web site that cannot be found elsewhere i.e. database of stories using FOI laws
- Consider an FOI Committee blog
- Delegate more FOI Committee activities to a core group of volunteers
- Consider enlisting law firms to help sponsor FOI training, Web sections etc..
- Complete the publication of CDs documenting the Prison Access Project
- Find and name 9 new state Sunshine chairs
- Plan ways to continue and expand FOI newsroom training
- Continue working on the federal and state levels for Reporters Shield Laws
- Lobby support against a new version of the Officials Secrets Act in Congress
- Lobby support for cameras in federal courtrooms including the Supreme Court
- Help Native American tribes develop their own Freedom of Information Acts
- Co-sponsor the annual NFOIC meeting in the spring
MEMORANDUM

DATE: July 25, 2006
FROM: Wendy Hoke
SUBJ: FREELANCE COMMITTEE REPORT
FOR: Board of Directors

The SPJ Freelance Committee has continued its momentum this year. This is a marketable commodity for SPJ for several reasons:
1) geographic diversity
2) wealth and range of experience
3) professional ethic of our freelance members

As I prepare to transfer the leadership I would caution that my successor be someone who is willing and able to sustain our momentum.

Database
We have plenty of space on our freelance pages of the Web site to improve our offerings and resources. I'd like to see that expanded to include a Web-based, searchable database that we can promote to editors. I've been singing that tune for a long time and I'm not what it will take to make that a reality. The freelancers are clamoring and we need to respond.

Leadership
To date, no one person has stepped up to chair the committee. However, a number have agreed to help in some capacity, which is encouraging. I will be happy to provide names of folks who have offered to serve in limited capacity.

Misc.
I learned from Mark Scarp at the Ted Scripps Leadership Institute that there is a $500 stipend for committees. I've been working on this committee for three years and never knew I had a budget. It would be very helpful and wisely encouraged if the board would take it upon itself to fully inform committee chairs of any and all resources at their disposal. This work is hard enough without being left in the dark.

Finally, I cannot begin to express the fulfillment I've had in this post. The chance to identify a need, pull a marginalized group of members together and give them a voice has been the ultimate satisfaction of my leadership in the Society. I'm glad to have the opportunity to apply what I've done as a volunteer head of a small constituency to SPJ's larger membership.
ADDENDUM:
RESULTS OF JULY 2006 FREELANCE SURVEY
Prepared by Wendy Holke: Freelance Committee Chair
Membership Manager
Survey sent via e-mail and posted to Independent Journalist blog on Friday, July 21, 2006
Number of recipients: 162
Number of respondents: 58

Executive Summary:
As the freelance committee prepares for transition of leadership, I felt it important to understand what freelancers need from SPJ, how they can contribute to SPJ, what impact the freelance group has had on their membership and a bit of who they are. That was accomplished two ways: one was through an individual e-mail to verify their name, city and state and e-mail address. That information has been compiled into an excel spreadsheet for easy transfer to new leadership.

The second was through a short informal survey, the results of which are detailed below. These two initiatives reveal that our freelance constituency is spread out across the country, highly experienced and primarily members of local chapters. They also are quick to share the kinds of information and services they need. Most of the responses compiled came within 48 hours of the original e-mail.

Findings
There is overwhelming support for a membership card that can also function as a press card. The few negatives were from those who felt a news agency issued card was the only kind that would be honored.

We have an opportunity to create some original programming that could be replicated across chapters. At the national level, I feel very strongly that the freelance programming must be of a higher level. We have very few beginners among our ranks and I’ve heard complaints about the national convention programming for beginners. The programming needs are fairly evenly distributed between how-tos, craft and expanding visibility. I’d like to see the committee create more opportunities for editors and writers to interact.

There are also a number of services that would be useful to freelancers, namely discounts where we spend the most money (bookstores, office supply stores, subscriptions, etc.). We have the room on the freelance section of the SPJ site to set up a referral network for professional services (financial, legal, editing, Web design). We can discuss whether or not this is a revenue-generator or simply a good trade service.

Finally, there is an expectation among freelancers that their membership will translate into jobs. Perhaps we can link to the freelance section of the Job Bank and more actively post opportunities.
SURVEY RESULTS
In an effort to better understand and serve SPJ freelancers in the coming year, please provide the following feedback.

1) Would you consider a new, plastic SPJ membership card with PRESS screened back a good solution for a press card?
   48 -- yes
   4 -- no
   5 -- no opinion

2) What kind of programming would you find useful?
   28 -- marketing
   32 -- interaction with editors
   25 -- breaking into new markets
   20 -- writing as craft
   24 -- networking
   21 -- speaking opportunities at the local and national level
   15 -- teaching opportunities
   -- other (please specify)
   • chapter-level writing groups
   • high-level craft workshops (i.e. how to sell investigative piece)
   • how to use tech tools such as Excel, submission trackers to improve efficiency
   • reader interest seminars
   • one-on-one writing feedback from industry leaders
   • asking for more money, better contact, etc.
   • dealing with problem editors
   • sharing experience with specialized outlets (how to break in)

3) What kind of services would you find valuable as a freelancer?
   26 -- coupon for Writersmarket.com subscription
   30 -- discount at bookstore (Barnes&Noble, Borders, Amazon)
   37 -- discounted office supplies (Staples, Office Depot, Office Max)
   30 -- professional services referral network (accounting, legal, editing, Website design)
   -- other (please specify)
   • health care
   • libel insurance
   • group Lexis-Nexis subscription

4) What types of information would be useful in Quill columns?
   18 -- how-tos
   8 -- personal war stories
   29 -- resources (writing, legal, financial, Web, networking, time management, etc.)
   25 -- mixture of everything
   -- other (please specify)
   • building an effective Web site
• narratives from writers who've done excellent reporting job (detail the process)
• ethics for freelancers (we're not all Robert Novak)
• negotiating fees, rights and contracts
• how to get new writing gigs
• writing across generations
• making freelancing a real business
• herd instinct of journalism
• the 21st century journalist
• freelancer finances (tax deductions, savings tips, budgeting, etc.)
• humor in journalism
• print on demand: a good publishing idea but not a good way to make money
• power of being obnoxious, don't be afraid to ask for work
• challenge in journalism higher ed: why PR is not journalism
• balancing freelance writing with stay-at-home parenting

5) Would you be willing to pitch and write a Quill column gratis?
16 yes, here's my idea
20 no

6) Tell us more about yourself:

The average experience of full-time freelancer was 12 years with the longest being 40 and the least being 1
-- I have been freelancing full-time for ____ years
The average experience for part-time freelancer was 10 years with longest being 40 and least being 1
-- I have been freelancing on the side for ____ years

-- I visit The Independent Journalist blog
  4 daily/RSS
  1 weekly
  6 several times a month
  17 monthly
  27 never

-- I joined SPJ because of its Freelance Committee
  4 yes
  45 no
  6 partially

-- I have stayed in SPJ because of the Freelance Committee
  8 yes
  29 no
  19 partially

-- I prefer to receive news and information about Freelance resources:

<82>
2. __ posted on The Independent Journalist blog
29. __ via e-mail group list
21. __ both ways
1. __ I prefer not to receive news and information

-- SPJ Chapter Affiliation
40. __ I am a member of __________________ chapter
15. __ I am a national member only
2. __ I am not an SPJ member

5) Would you be willing to provide a testimonial for use on SPJ Web site or in printed materials that encourages SPJ membership for independent journalists?
19. Yes, I will send it to wendyhoke@comcast.net
31. No

E-mail your responses to wendyhoke@comcast.net. Thank you for your time. Your feedback will help to guide the committee's activities.
MEMORANDUM

DATE: August 7, 2006
FROM: Holly Fisher
SUBJ: GENERATION J
FOR: Board of Directors

Generation J continues to contribute regularly to Quill, focusing on topics of interest to young professionals.

I am stepping down as chair of this committee. I have provided Christine Tatum with a list of people interested in serving as chair or co-chairs of this committee.

Future goals:
- Add more Generation J information to new spj.org
- Add item to membership application/renewal form where those falling into the Generation J category can indicate they want to receive more information.
Report of the International Journalism Committee
August 6, 2006

Summary
Besides keeping an eye on press freedom issues around the globe, the IJC continues to gain new members and working on programs and activities that serve the committee’s mandate to keep the SPJ leadership informed of international affairs and to provide support where possible for foreign journalists.

The IJC discussion list remains an active and lively discussion place for discussion on global issues and what – if anything – the SPJ should do.

- Co-Chair Dan Kubiske spoke before a group of journalism students at one of the major Dominican Republic universities following a showing of “Good Night and God Luck.” Discussion focused on journalism ethics.
- The IJC remains in touch with the incoming president of the Inter American Press Association. He remains interested in doing programs with the SPJ, especially on ethics issues.
- Received numerous 25 responses from embassies in Washington, DC as part of a project to catalog visa requirements for U.S. journalists seeking work overseas. The University of Maryland SPJ chapter has agreed to help with this project.
- Provide regular updates of international events to the SPJ leadership as necessary.

2006 Convention
The IJC put forth a number of proposals for convention programs. Several were in conjunction with other committees – notably Diversity and Freelance.

Despite not having any of our proposals accepted co-chair Dan Kubiske will be part of a panel discussing freelance opportunities overseas. The committee also notes with pleasure the large number of articles slated for the convention issue of Journalist involving international issues.
MEMORANDUM

DATE: August 7, 2006
FROM: June Nicholson, Journalism Education Chair
SUBJ: JOURNALISM EDUCATION COMMITTEE REPORT
FOR: Board of Directors

The Journalism Education Committee has completed a number of endeavors for 2005-06, and is developing others for 2006-07.

Among the initiatives for 2005-06 are:

I. SPJ Convention Sessions 2006 Chicago

June Nicholson, associate professor, VCU School of Mass Communications and chair, SPJ Journalism Education Committee, has developed and will moderate the following convention sessions in Chicago. Some of the Journalism Education members will be also involved in executing these sessions. Nicholson is a member of the SPJ Professional Development committee, and liaison from Journalism Education.

The four panels:

1) Solutions to News Industry Issues. This session will explore industry issues such as the declining audiences for newspapers and television, media consolidation and convergence, ethics and credibility, as well as diversity coverage, as the country’s demographics change. This session will also explore new audience ventures by newspapers and broadcast stations as they try to attract more diverse readers and viewers to counter the declines in traditional newspaper circulation declines and television viewership. Some of these new ventures hold promise for capturing new audiences and demographics. Panelists are Caroline Little, CEO and publisher Washington Post-Newsweek Interactive; Steve Yelvington, vice president, strategy and content, Morris Digital Works, which is the new-media unit of Georgia-based Morris Communications; and Bill Gannon, editorial director, Yahoo.

2) Bridging the Gap: How the News Industry and Journalism Education Can Build a Stronger Future Together. Panelists are: Caesar Andrews, executive editor, Detroit Free Press, former editor, Gannett News Service, and former member of the Accrediting Council on Education in Journalism and Mass Communications (ACEMIC); Richard Roth, senior associate dean, Medill School of Journalism, Northwestern University; Lorraine Branham, director of journalism, University of Texas-Austin; Eric Newton, director of journalism initiatives, the Knight Foundation. A broadcast representative is being added.

3) A panel on the new Carnegie/Knight Initiative on the Future of Journalism Education. This project involves, among others, Annenberg West (USC), Columbia, Northwestern, and UC-Berkeley. UT-Austin, Florida, Missouri and UMD-College Park. Panelists are: Eric Newton, director of journalism initiatives, Knight Foundation; Richard Roth, senior associate dean, Medill School of Journalism, Northwestern University; Lorraine Branham, director of journalism, University of Texas-Austin.
4) Managing Today’s Newsrooms. This session is for print and broadcast journalists who aspire to management, with special attention to people of color. Panelists: Dan Bradley, vice president news broadcast division, Media General Inc.; Wanda Lloyd, executive editor, The Montgomery (Ala.) Advertiser and former (founding) director The Freedom Forum’s Diversity Institute at Vanderbilt University.

This session will build on a similar session held at the 2005 convention titled Getting To The Top! Newsroom Management and Workplace Issues. Panelists provided advice and “tips” to journalists who wanted to move up. These included resources and information opportunities for learning about management (fellowship programs, leadership programs, mentoring opportunities, for example.

These sessions are intended to help make SPJ a leader in providing leadership training for managers, particularly people of color. The session is for anyone who aspires to be a leader in their newsroom or news company. Particular emphasis is being placed on the need for diversity in the managerial ranks of the news business. The session held as part of the 2005 convention received high ratings from participants.

II. Diversity Module: In 2005-06, the Journalism Education chair June Nicholson developed with Associate Professor Venise Wagner of San Francisco State University, the SPJ Diversity Training Module. Nicholson and two other VCU faculty (including Professional Development Chair Deb Wenger) also developed the curriculum and handouts for the Narrative Journalism Training module, taught by Tom Hallman of The Oregonian.

III. Quill July/August 2006 edition (Journalism Education). The Journalism Education Committee produced its sixth in a series of summer editions for Quill on education issues. The stories covered important issues such as the “disconnect” between the news industry and journalism education, the new Carnegie-Knight Initiative on the Future of Journalism Education; the impact of technology and convergence on the journalism curriculum at colleges and universities, new trends in journalism graduate jobs and employment, and numerous others.

IV. Columns for Quill: The Journalism Education Committee continued to identify authors who could contribute occasional columns to Quill on journalism education issues.

The Journalism Education Committee will begin to develop at the Chicago meeting a full agenda for initiatives in 2006-07.
MEMORANDUM

DATE: August 1, 2006
FROM: Dave Acikens, LDF chairman
SUBJ: LEGAL DEFENSE FUND REPORT
FOR: Board of Directors

Since January, the Legal Defense Fund committee has awarded four grants worth $3,250.

In July, the committee awarded $1,000 to Josh Wolf, a San Francisco-based free-lance videographer facing contempt of court charges. He filmed a riot in San Francisco in which a police car was burned. Some of his film has been shown but the federal prosecutor has insisted on getting the rest of it. Wolf has argued he is protected by California’s shield law.

In June, the committee gave $1,000 to the State News, the student newspaper at Michigan State University. The newspaper is suing the university to get a police report about an assault in a university dorm.

Also in June, the committee granted the Salt Lake Deseret News $1,000 as it fought to gain access to a report detailing government misconduct in Salt Lake County.

In January, $250 was contributed to an amicus effort in a case involving the New York Times. The Times was being sued by Stephen Hatfill, a man the authorities had suspected of mailing anthrax.

The committee has also agreed to support the federal Shield law legislation U.S. Sen. Arlen Specter is proposing.
And it put the organization’s name on a letter to Arkansas Gov. Mike Huckabee, asking him treat all media organizations equally.

The committee also backed the following efforts with amicus briefs:
* The New Jersey National Press Photographers Association’s effort to keep the subway system open to photographers.
* Efforts to oppose a gag order in the Scooter Libby criminal case.

*A case in California that impacts routine newsgathering.

Also, since my appointment in October, we have created a LDF grant application that puts some structure in the process and helps us answer some of the early questions.

I am working with headquarters to post all grants and support LDF provides on the Web site. Grants also go in SPJ Leads.

For the first time, the LDF chairman vetted some of the candidates for the First Amendment awards to determine if there is any issue that might cause concern later on.
Seven candidates were examined this spring.

I worked with headquarters and others to raise items for the annual auction. Two letters over the chairman’s signature were sent to all chapters asking them to donate something with regional significance that would sell at the auction in Chicago. Many chapters have come through.
MEMORANDUM

DATE:       July 30, 2006
FROM:       Deb Wenger, Chair
SUBJ:       PROFESSIONAL DEVELOPMENT COMMITTEE
FOR:        Board of Directors

As mentioned in our April report, the Professional Development Committee focused again this year on the SPJ/Bloomberg Newsroom Training Program and national convention planning.

Professional Training
In the past 8 months, we have developed two new training modules — one focused on broadcast writing and one geared for print reporters trying to improve their writing on deadline. The new print module will replace the "Precision in Writing" module, which was part of the original Bloomberg contribution to the program. The new module will debut at the national convention in Chicago.

The broadcast writing module has been presented three times since March, including two presentations for the Univision group stations. The opportunity to provide training for Spanish-language TV stations has allowed us to support two of SPJ's core values — professional development and diversity.

Of course, as we have already seen, the lack of future Bloomberg support for the training is going to mean changes for the program. Professional Development Committee members strongly encourage SPJ to continue this valuable training program through other funding sources.

This year the committee was also involved in the development of the Narrative Writing Workshop — creating an outline and structure for the program, as well as the handout materials. We're glad to note that the success of the first few presentations has led the SDX board to continue funding the program for a second year.

Convention Planning
As stated above, the Professional Development Committee has been active in helping with national convention planning. Several convention sessions will be produced by Pro Dev members. Committee members will also be overseeing student and professional critique sessions at the convention.

Committee Changes
Thank you so much for allowing me to continue on as chair of your Professional Development Committee this past year. Once again, it's been a pleasure to work with the SPJ staff. Unfortunately, the next 12 months are going to be incredibly challenging for me, for a variety of work-related reasons, so I am resigning as the chair of the committee, effective August 27, 2006.

I would, of course, very much like to continue my association with SPJ, in particular through the Newsroom Training Program. I'm also happy to assist the new Professional Development chair during the transition period.

Thanks again for allowing me to be involved in this terrific organization.

<93>
North Central Florida SPJ

August 7, 2006

Wendy Hoke
Membership Manager
Society of Professional Journalists
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Wendy and fellow SPJ board of directors:

The North Central Florida chapter of the Society of Professional Journalists, which for the last year has been a provisional chapter, currently has 27 members. Attached is a list of these members.

Our list of officers is as follows:

President: Larry Savage
President-elect: Ted Geltner
Vice President: Dawn Reiss
Secretary: Laura Byrnes
Treasurer: David Synder
Board of directors: Ed Barber, Dean Blinkhorn, Martha Ann Boyd, David Carlson, Jeanne Carlson, Tom Coleman

We had six programs in our provisional year. Worked with University of Florida’s student chapter president Adrian Uribarri to make sure students were aware of programs and were welcome to attend.

Here is an overview of our programs:

Sept. 15, 2005: Mike Foley, former executive editor of the St. Petersburg Times and master lecturer at the University of Florida College of Journalism and Communications, spoke about the trials and obstacles journalists face every day against a jaded public that has lost trust in newspapers. Program was held at the University of Florida College of Journalism and Communications.

Jan. 18, 2006: Anaklua Hering, Joe Callahan and Doug Engle each spoke about reporting and providing communications in two of the most volatile areas of the world – Iraq and Afghanistan. Hering served four years as an officer in the U.S. Marine Corps. She began her service immediately after graduating from George Washington University in 2000 and was deployed to the Middle East from January to September 2003, serving in both Kuwait and Iraq. In Iraq, she was second in command of a mobile hospital that treated thousands of American and Iraqi patients. The Palm Beach Post published a July 4, 2004 article by her, documenting her experiences there. Hering talked about her experiences there and how national security usually wins out over the First Amendment rights of embedded journalists.

Joe Callahan (reporter) and Doug Engle (photographer) talked about their two week trip to Afghanistan in covering a local troop for the Ocala Star-Banner. Engle provided a slide show of a day in the life of soldiers in the region.

Program was held at Harry’s restaurant in Gainesville.

March 16, 2006: Barbara Peterson, president of Florida’s First Amendment Foundation, spoke at the Gainesville Sun about the importance of the Sunshine Law, which establishes a basic right of access to most
meetings of boards, commissions and other governing bodies of state and local governmental agencies or authorities. Peterson stressed the public needs to understand that the law is as much for them as it is for the media. Program held on James Madison’s birthday, the father of the First Amendment. Had a cake in his honor and showed George Clooney’s movie, “Good Night, and Good Luck.”

April 18, 2006: Blog expert Josh Hallett spoke at the Ocala Star-Banner about the popularity of this alternative news source. In 2002, Hallett founded hyku, a consulting firm specializing in information architecture, Web usability and the utilization of blogs for public relations and marketing success. He has been a consultant with the Orlando Sentinel as it expanded its communication capabilities with blogs in 2005-2006.

April 24, 2006: As part of SPJ’s Ethics Week, and regional winner of an ethics grant, Kelly McBride, Poynter Institute’s Ethics Leader, facilitated a forum discussion on anonymous sourcing and the ethical issues that surround it. Panelists were Lucy Morgan, former Pulitzer Prize winner and Tallahassee bureau chief for the St. Petersburg Times; Robyn Tomlin, executive editor of the Ocala Star-Banner; and David Snyder, anchor for WCJB-TV. Program held at the University of Florida College of Journalism and Communications.

May 4, 2006: John Marvel, vice president and executive editor of ESPN.com, talked about directing the world’s largest sports Internet site, with a staff of more than 70 online journalists. Program held at Napolitano’s restaurant in Gainesville.

Our local dues are $20 per year, payable when someone signs up for membership with SPJ. North Central Florida SPJ has a checking account at Compass Bank (account # 23888335).
Our EIN with the IRS is 81-0681714.

Enclosed is a check for $50 for the charter application fee. I hope this covers all that is needed to upgrade North Central Florida SPJ to charter status.
If you have any additional questions, please let me know.

Larry Savage
North Central Florida SPJ President
Cell: 352-598-5851
E-mail: lars62@earthlink.net
## North Central Florida SPJ members

<table>
<thead>
<tr>
<th>Name</th>
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NORTH CENTRAL FLORIDA
PROFESSIONAL CHAPTER BYLAWS

ARTICLE 1 — Name & Status

Section 1: The name of the Chapter shall be the “North Central Florida Professional Chapter of the Society of Professional Journalists” (referred to hereafter as “North Central Florida SPJ”).

Section 2: North Central Florida SPJ is a professional, non-profit organization. The Internal Revenue Service classifies the national SPJ organization, and all of its chapters, under Internal Revenue Service code section 501 (c) (6). Thus, North Central Florida SPJ is exempt from federal income taxes.

Section 3: North Central Florida SPJ shall operate on a fiscal year that begins July 1 and ends on June 30 of the following year.

Section 4: Because North Central Florida SPJ is part of the national organization of the Society of Professional Journalists, all membership guidelines, dues and standards of the national organization shall also pertain to North Central Florida SPJ and its members.

Section 5: North Central Florida SPJ is part of Region 3, which includes chapters in Florida, Alabama, Georgia, South Carolina.

ARTICLE 2 — Mission & Purpose

The objectives of North Central Florida SPJ shall reflect those of the national SPJ organization.

Section 1: To perpetuate a free press as the cornerstone of our nation and our liberty.

Section 2: To ensure that the concept of self-government outlined in the United States Constitution remains a reality, Americans must be well informed in order to make decisions regarding their lives, and those of their local and national communities. It is the role of journalists to provide this information in an accurate, comprehensive, timely and understandable manner.

Section 3: It is the mission of the Society of Professional Journalists:

- To promote this flow of information.
- To maintain constant vigilance in protection of the First Amendment guarantees of freedom of speech and of the press.
- To stimulate high standards and ethical behavior in the practice of journalism.
- To foster excellence among journalists.
- To inspire successive generations of talented individuals to become dedicated journalists.
- To encourage diversity in journalism.
- To be the pre-eminent, broad-based membership organization for journalists.
- To encourage a climate in which journalism can be practiced freely.
- To serve all journalists, whether members of the Society or not.
ARTICLE 3 — Membership

Section 1: To be eligible for membership in North Central Florida SPJ, a person must conform to the membership guidelines of the national SPJ organization.

Section 2: Any member who ceases to be a member of National SPJ, or who is dropped from National SPJ for non-payment of dues, shall cease to be a member of North Central Florida SPJ and shall be dropped from the Chapter roll within 60 days.

Section 3: All North Central Florida SPJ members who are professional journalists are eligible for election to the Board of Directors. They, along with associate members (such as public relations professionals), may serve as Committee chairs or committee members.

Section 4: The Society of Professional Journalism believes strongly in diversity. In all deliberations and procedures, North Central Florida SPJ shall not discriminate based on race, creed, religion, disability, sex, age, color, national origin or sexual orientation.

ARTICLE 4 — Board of Directors

Section 1: The governing authority of the Chapter shall be its Board of Directors. The Board shall be comprised of 11 Directors, five of whom shall be Officers of the Chapter, and all of whom must be Members of the Chapter.

Section 2: All Directors of the Board shall be elected to staggered terms. In 2005, six Directors will be elected to one-year terms, and five Directors, which include two Officers, will be elected to two-year terms.

Section 3: Each Director shall have equal voice in matters that come before the Board. All decisions of the Board (except recall) shall be made by a majority vote of the Board present when there is a quorum.

Section 4: Robert's Rules of Order shall govern Procedures of the Board not set forth in these bylaws.

Section 5: The President of the Chapter shall be chairperson of the Board.

Section 6: Vacancies among Board positions (except President and President-elect) shall be filled by majority vote of the remaining Directors. Any Member may make nominations for vacancies. A Director or Officer so appointed shall serve that unexpired term, and is eligible for election to a full term.

Section 7: Directors absent from three consecutive Board meetings, unless excused by the Board, shall be replaced in accordance with Article 4, Section 6.

ARTICLE 5 — Officers

Section 1: The Officers of the Chapter shall be President, President-elect, Vice President, Secretary and Treasurer. Each shall perform the duties customarily associated with that office and those outlined in these bylaws.
Section 2: A Member must have served one year on the Board to become President-elect, unless no Director so qualified will accept that office.

Section 3: Officers shall serve one-year terms beginning July 1, with the exception of the Chapter’s inaugural President and President-elect, who will serve two-year terms.

ARTICLE 6 — Duties of Officers

Section 1: The President:
- Presides at all Board meetings and sets the agenda.
- Appoints all Committee chairs in consultation with the Board.
- Serves as the North Central Florida SPJ spokesperson to the media.
- Supervises the activities of other officers.
- Coordinates alliance with student chapter of SPJ at University of Florida.
- Chairs Schools committee.
- Ensures that the annual report is completed by June 1.
- Ensures that North Central Florida SPJ meets the minimum Chapter guidelines, as set by the National SPJ organization.

Section 2: President-elect:
- Automatically succeeds to the office of President on July 1 (2007, after inaugural term ends).
- Chairs meetings of the Board in the absence of the President.
- Chairs the Program Committee, which includes fund-raising opportunities. Conducts long-range planning meetings in July and November.
- Delegates individual programs to other North Central Florida SPJ members to coordinate, but assumes the ultimate responsibility for all planning.
- Works closely with the President to ensure that programming follows guidelines and meets minimum chapter requirements, as established by the National SPJ organization.

Section 3: Vice president:
- Prepares and executes a membership recruitment/retention plan, with Board approval.
- Chairs Freedom of Information and Ethics committees and is responsible for chapter activities designed to promote open government.
- Works closely with Web master to keep Web page updated.

Section 4: Treasurer:
- Coordinates the general fund, pays all bills and keeps the Board apprised of the Chapter’s financial status.
- Makes arrangements for meeting sites.

Section 5: Secretary:
- Prepares agenda for Board meetings at the direction of the President and distributing to Directors in a timely fashion.
- Maintains minutes of each Board meeting and e-mails them to Directors.
- Maintains minutes of general meetings, including programs, and e-mails Chapter happenings to members.
- Provides a copy of bylaws to any Member upon request.
ARTICLE 7 — Elections

Section 1: The Chapter shall conduct an annual Board election on the last Thursday of May.

Section 2: Chapter elections shall be regulated by a nominating committee comprised of three Members appointed by the President. The committee shall be formed in March and shall disband at the conclusion of the Annual Meeting. No Member, other than the President, shall serve on the nominating committee in two consecutive years.

Section 3: The nominating committee shall begin soliciting candidates for vacancies on the Board and for Officer positions from among the Members at least 60 days prior to the Annual Meeting. Nominations will be accepted until 40 days prior to the Annual Meeting.

Section 4: The nominating committee shall nominate at least one Member for each vacancy. The nominating committee also shall place into nomination the names of qualified Members who seek a position on the Board or who are nominated, with their consent, by a Member in good standing.

Section 5: The nominating committee shall deliver a written ballot to all Members no later than 30 days prior to the Annual Meeting. The ballot shall not specify which nominees were selected by the Committee, but it may indicate Directors seeking re-election.

Section 6: Members shall vote for no more than one candidate for each of the five Officer positions on the ballot (President, President-elect, Vice President, Treasurer and Secretary) and for no more than the same number of Director candidates as there are positions to be filled, and shall return their ballots to the Treasurer by the time the Annual Meeting begins. To ensure Ballots must be sealed in an envelope that has been signed on the back by the voter. The Treasurer shall verify that all voters are Members in good standing.

Section 7: Envelopes will be opened at the Annual Meeting by the Treasurer and the nominating committees, who will separate the ballots from the envelopes, count the ballots and announce the results.

Section 8: The ballots and separated envelopes shall be maintained by the Treasurer for inspection by any Member until the conclusion of the next Board meeting following the Annual Meeting or 30 days, whichever is longest. Should a discrepancy be noted, the Member may request that the previous Board, or a quorum thereof, be reconvened within that same 30-day period to remedy the error.

ARTICLE 8 — Meetings

Section 1: There shall be no fewer than six general membership meetings during the Board’s term. They shall be convened by the Board at such times as can be attended by Members, who shall be notified of the time, place and purpose of such meetings.

Section 2: The President shall call meetings of the Board as deemed necessary during its term. The Secretary shall notify all Directors and Officers of the time, location and agenda. All Board meetings shall be open to any Member.

Section 3: Committee chairpersons shall report their activities to the Board at each Board meeting.
Section 4: Seven members of the Board shall constitute a quorum, which is needed to approve expenditures or decide to take official action. No business may be conducted by the Board in the absence of a quorum.

Section 5: All meetings and minutes of the Board and its committees are open to the membership and the public.

Section 6: When issues require Board approval and there is not enough time to schedule a meeting, the Board shall be permitted to make a motion and vote on it via e-mail. A majority of Board members must respond and record a vote for the action in order to proceed. Minutes of such action must be part of official Chapter proceedings, be kept on file with the Secretary, and be open to all members.

ARTICLE 9 — Committees

Section 1: The President, in consultation with other members of the Board, shall appoint Chairs to these standing committees: Programming, Membership, Development (Finance), Diversity, Freedom of Information, Ethics, Bylaws and Communications. Committees shall be formed as needed and appointed by the President with approval of the Board.

Section 2: Committee chairs and committee members must be members in good standing of North Central Florida SPJ and National SPJ. They do not have to be members of the Board.

Section 3: Committees shall meet as needed. Committee chairs shall report their committee activities regularly to the Board of Directors.

ARTICLE 10 — Dues

Section 1: The Board is authorized to set the amount of Chapter dues.

Section 2: Annual dues will be billed on Sept. 1, which the exception of the inaugural members. Members whose dues remain unpaid six months after billing will be deemed to be Members not in good standing and shall be dropped from membership.

ARTICLE 11 — Recall

Section 1: A Director whose professional behavior violates the ethical guidelines prescribed by the Society or whose official actions embarrass the Chapter may be recalled.

Section 2: Upon receipt of written petition of recall signed by 10 percent of the Members, the Board shall convene no sooner than seven days nor later than 14 days after the Director has been notified of the petition. If the petition is supported by two-thirds of the Members present and by two-thirds of the Directors, the petition subject’s seat shall be deemed vacant and shall be filled, according to Article 4, Section 6.
ARTICLE 12 — Bylaws Revision

Section 1: Amendments to this charter may be offered by any Member to the Board up to 60 days prior to the Annual Meeting. The Board shall inform the Members of the intention to amend no later than 30 days prior to the Annual Meeting.

Section 2: Proposed amendments must be approved by a majority of the Members present at the Annual Meeting.

Section 3: The Secretary shall incorporate approved amendments into the bylaws (See Article 6, Section 5).
AGENDA
SIGMA DELTA CHI FOUNDATION
BOARD OF DIRECTORS MEETING
AUGUST 24, 2006
10 A.M. - NOON
HYATT REGENCY CHICAGO
CHICAGO, ILLINOIS

1. Call to Order – Gillman

2. Roll Call – Geimann
   a. Gillman
   b. Ashton
   c. Geimann
   d. Dubin
   e. Augherton
   f. Brown
   g. Bunting
   h. Cadwallader
   i. Carlson
   j. Cross
   k. Gratz
   l. Harnisch
   m. Hawes
   n. Ketter
   o. Kirtley
   p. Leger
   q. Lovins
   r. Loop
   s. Mauro
   t. Maynard
   u. McKerral
   v. Porter
   w. Pulliam
   x. Tatum
   y. Vines

3. Meeting Minutes
   a. Approval of May 1, 2006 meeting minutes [page 1]

4. Officer & Staff Reports
   a. President’s Report – Gillman
   b. SPJ President’s Report – Carlson [page 11]
   c. Executive Director’s Report – Harper
   d. Associate Executive Director’s Report – Grimes [page 13]

5. Committee Reports
   a. Communications – Geimann [page 17]
   b. Development – Ashton [page 19]
   c. Governance/Mission – Hawes [page 23]
   d. Grants and Awards – Vines
   e. Projects – Cross

6. Discussion Items and Updates
   a. Campaign for Ethical Journalism Update – Tatum
   b. Eugene C. Pulliam Editorial Writing Fellowship Update – Grimes [page 27]
   c. Eugene S. Pulliam First Amendment Award Update – Grimes [page 29]

7. Grant Updates
   a. NCEW Minority Writers Seminar [page 31]
   b. Reporters Committee For Freedom of the Press “Open Government Guide” [page 41]
   d. SPJ Diversity Outreach [page 49]
   e. SPJ Sigma Delta Chi Award DVD [page 53]
   f. University of Georgia [page 55]
8. Old Business

9. New Business
   a. 2006-2007 Plan of Work
   b. Foundation Committee Assignments

10. Adjournment

ATTACHMENTS:
   • 2005-2006 Plan of Work [page 65]
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 23, 2006
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Todd Gillman presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 8:08 a.m. on Sunday, April 23, 2006, at the Eugene S. Pulliam National Journalism Center in Indianapolis.

ROLL CALL
In addition to President Gillman, the following board members were present: Vice President Betsy Ashton; Secretary Steve Geimann; Treasurer Howard Dubin; Ann Augherton, Fred Brown, Bruce Cadwallader, David Carlson, Al Cross, Irwin Gratz, Jane Kirtley, Mead Loop, Mac McKerral, Russell Pulliam, and Christine Tatum; and Executive Director Terrence G. Harper.

Other staff members present for the meeting were Associate Executive Director Julie Grimes; SPJ Associate Executive Director Chris Vachon; Communications Manager Beth King; Web Administrator Billy O'Keefe; and Controller Jake Koenig.

APPROVAL OF MINUTES
Upon proper motion and second by Carlson and Loop, respectively, the board approved the minutes of the Oct. 15, 2005, board of directors meeting.

BOARD PARTICIPATION IN FUND RAISING
It was suggested that the board adopt some type of expectation of financial support for foundation board members.

Gillman referred the following proposal to the Governance Committee for consideration and recommendation that the fall meeting:

Draft Proposal: All new board members recruited to serve on the board would be informed that there is a suggested financial commitment for board membership. It is suggested that each board member contribute or raise $500 per year on behalf of the Foundation.

BUDGET APPROVED
Harper and Koenig presented the proposed budget for the fiscal year ending July 31, 2007. Koenig noted that income is budgeted at $614,558.02 with expenses at $588,567.90, representing a $25,990.12 surplus. Koenig noted that any

Upon proper motion and second by Ashton and Gratz, respectively, the board approved the budget for the fiscal year ending July 31, 2007.

The budget is attached to these minutes as Exhibit A.

FINANCE
Dubin updated the board on the performance of the Foundation's investments and the work of the investment manager hired last fall to manage a portion of the Foundation's portfolio. No decision will be made on the manager's work until the trial year is complete.
The Finance Committee was charged with seeking out new revenue opportunities for the Foundation. Dubin reported that the committee has been discussing republishing the Society’s ethics handbook, Doing Ethics in Journalism. McKerral and Dubin will work to determine costs involved and secure a noted academic participate in the project. Harper pointed out that the Foundation has approximately $16,000 available for use on this project.

DEVELOPMENT
Ashton updated the group on her committee’s research about an annual fund raising gala. The Foundation is not yet ready to undertake the project this year. The general idea now is to turn this into a celebration of responsible journalism and tie it to the Society’s Fellows program. Ashton plans to contact all living Fellows to determine interest in this program.

BOARD MANAGEMENT
Gillman appointed Harnisch to serve on the Foundation’s Governance and Mission Committee.

Harnisch iterated the importance of developing and maintaining a list of potential board member candidates. Board members always should be seeking out potential board members.

FUNDING POLICY ADOPTED
The Grants and Awards Committee had been charged with coming up with language to articulate the Foundation’s funding priorities to better guide future boards and potential grant-seekers.

Upon proper motion and second by Loop and Kirtley, respectively, the board approved the following funding policy:

Sigma Delta Chi Foundation Funding Policy

The Sigma Delta Chi Foundation acts as the primary supporting foundation to the Society of Professional Journalists and, as such, reviews funding proposals from SPJ as its first partner.

The Sigma Delta Chi Foundation also has long-standing partnerships with other journalism organizations and seeks to support innovative proposals.

The Foundation specifically seeks proposals for projects and programs that promote core missions of the Society, including freedom of information and ethics.

The Foundation primarily promotes programs and projects rather than endowments or general operating expenses within organizations.

GRANTS AND AWARDS
The board discussed the recommendations from the Grants and Awards Committee. The board questioned some of the figures in the grant proposals submitted by the Society of Professional Journalists, in particular the Webcasting request and the costs associated with Reporters Institute.

The committee’s report is attached as Exhibit B.
Upon a proper motion and second by Loop and Geimann, the board approved the following 11 grant requests:

- SPJ Training on the Go newsroom training request in the amount of $27,000, split between the Professional Development and FOI Funds.
- SPJ Narrative Writing Seminars request in the amount of $31,440, from the Pulliam General Fund.
- SPJ Reporters Institute request in the amount of $35,000 from the Pulliam General Fund.
- SPJ Webcasting Project in the amount of $7,060 from the Pulliam General Fund.
- SPJ Mark of Excellence Awards Program Staff Support request in the amount of $12,480, from the Pulliam General Fund.
- SPJ Regional Conference Programming request in the amount of $6,000 from the Pulliam General Fund.
- SPJ National Convention Educations request in the amount of $41,700 from the Pulliam General Fund.
- SPJ Ethics in Journalism Week request in the amount of $22,720 from the Pulliam General Fund.
- National Freedom of Information Coalition National Conference request in the amount of $5,000 from the FOI Fund.
- Coalition of Journalists for Open Government request in the amount of $10,000 from the FOI Fund.
- Chicago Headline Club/Loyola University Ethics Adviceline request in the amount of $5,000 from the Pulliam General Fund.

McKerral abstained.

Board members shared their desire to be more involved in the program planning process as SPJ prepared grant requests in the future.

**CAMPAIGN FOR ETHICAL JOURNALISM**

The board reviewed the planning document for the Campaign for Ethical Journalism. Carlson informed the board that an SPJ committee has been established to lead this project. Representatives from the Foundation board will serve on this committee, which is chaired by Tatum. The committee will review the planning document and develop a strategic plan with long- and short-term goals. Each goal will include a time estimate, a cost estimate, and funding options.

**SPECIFIED GIFTS**

Since the last meeting, three gifts were made to the Foundation to fund educational programs of the Society of Professional Journalists and one to fund educational portions of the Region 2 Conference in Washington, D.C.

Upon proper motion and second by Carlson and Cadwallader, respectively, the board approved the following specified gifts:

- $5,000 gift from the Harnisch Family Foundation for educational programs and activities of the Society of Professional Journalists.
- $10,000 gift from the Howard and Ursula Dubin Foundation for educational programs and activities of the Society of Professional Journalists.
• $50,000 grant from the Scripps Howard Foundation for the 2006 Ted Scripps Leadership Institute of the Society of Professional Journalists.

• $500 grant from The Church of Jesus Christ of Latter-day Saints Foundation to the Washington, D.C. Pro Chapter for the 2006 SPJ Region 2 Conference.

ADJOURNMENT
There being no further business to come before the board, Gilman declared the meeting adjourned at 12:20 p.m. on Sunday, April 23, 2006.
## Composite View

### Exhibit A

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<th>Adopted Budget</th>
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### Revenue
- Contributions
- Membership Dues
- Advertising/Subscription
- Merchandise Sales
- Event Sponsorship
- Quill Subscriptions
- Registration Fees
- Revenue Management/Systems Management
- Management Fees - SDX

**Total Revenue** $614,558.02

### Expenses
- Salaries/Taxes
- Payroll Tax & Benefits
- Health Insurance
- Insurance (Commercial)
- Employee Education/Training
- Rent, lease, or occupancy
- Workers Compensation Insurance
- Business Income Insurance
- Property/Other Taxes
- Utilities/Other Services
- Telephone
- Travel
- Advertising & Promotion
- Parking
- Equipment/Maintenance
- Equipment Rental
- Internet Connectivity
- Software Maintenance/Subscription
- Computer Lease
- Computer Services/Consulting/Maintenance
- Legal Fees
- Office Supplies/Stationery
- Postage/Shipping
- Employment/Recruiting
- Insurance
- Employees Travel - Local
- Employees Travel - Non-Local
- Merchant Fees/Credit Card Processing
- Investment/Programming/Technical Services
- Interest Expense
- Legal Fees
- Contributions/Grants/Awards
- Employee Benefits
- Outside Services
- Externships/Academic Resources
- Facilities Rental
- Marketing/IT
- Free Labor
- Participant Travel

**Total Expenses** $688,567.90

### Net Change in Assets
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<td><strong>Expenses</strong></td>
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<td>Employee Travel</td>
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<td>$ 413,355.35</td>
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MEMORANDUM

DATE: March 27, 2006
FROM: Georgiana Vines, Chair
SUBJ: GRANTS AND AWARDS COMMITTEE GRANT RECOMMENDATIONS
FOR: Board of Directors

Committee members: Georgiana Vines, chair; Mead Loop, co-chair; David Carlson, Al Cross, Todd Gillman, Robert Leger and Hoag Levins

Action Item: Funding Policy Recommendation

Last fall, this committee was charged with developing language for a Foundation funding policy. The language proposed by the committee follows:

Sigma Delta Chi Foundation Funding Policy

“The Sigma Delta Chi Foundation acts as the primary supporting foundation to the Society of Professional Journalists and, as such, reviews funding proposals from SPJ as its first partner.”

“The Sigma Delta Chi Foundation also has long-standing partnerships with other journalism organizations and seeks proposals where the Foundation can provide innovative support.”

“The Foundation specifically seeks proposals for projects and programs that promote the core missions of the Society, including Freedom of Information and ethics.”

“The Foundation gives lesser weight to proposals that aid existing endowments or general operating expenses within organizations.”

The committee recommends board adoption of this funding policy statement.
Grant Recommendations for 2006-07 Funding Cycle

The committee met via conference call on March 23 to consider the following grant requests:

Society of Professional Journalists Requests
- Training on the Go Newsroom Training Program $ 27,000
- One-Day Narrative Writing Seminars $ 31,440
- The Reporters Institute: Planning and Development Grant $ 35,000
- SPJ Webcasting Project $ 7,060
- Mark of Excellence Awards Program Staff Support $ 12,480
- Sigma Delta Chi Awards DVD $ 40,320
- 2007 Regional Conference Programming $ 6,000
- 2006 National Convention Education $ 41,700
- Ethics in Journalism Week $ 22,720

Requests from Other Organizations
- NFOIC 2008 Annual Conference $ 10,000
- Coalition of Journalists for Open Government (endowment challenge grant) $ 20,000
- III. First Amendment Center (two 1st Amendment educational projects) $ 20,000
- Chicago Headline Club/Loyola University Ethics Advice Line (marketing/promotion) $ 10,000
- Virginia Coalition for Open Government (endowment challenge grant) $ 10,000
- Michael Koretzky thru Florida Atlantic University (1st Amendment Free Food Festival) $ 1,500

The committee recommends funding the following grant requests:

- SPJ Training on the Go newsroom training request in the amount of $27,000, with funds split between the Professional Development and FOI Funds.
- SPJ Narrative Writing Seminars request in the amount of $31,440, with funds from the Pulliam General Fund.
- SPJ Reporters Institute request in the amount of $35,000 with funds from the Pulliam General Fund.
- SPJ Webcasting Project request in the amount of $7,060 with funds coming from the Pulliam General Fund.
- SPJ Mark of Excellence Awards Program Staff Support request in the amount of $12,480, with funds from the Pulliam General Fund.
- SPJ Regional Conference Programming request in the amount of $6,000 with funds from the Pulliam General Fund.
- SPJ National Convention Educations request in the amount of $41,700 with funds from the Pulliam General Fund.
- SPJ Ethics in Journalism Week request in the amount of $22,720 with funds from the Pulliam General Fund.
- National Freedom of Information Coalition National Conference request in the amount of $5,000 with funds from the FOI Fund.
The committee does not recommend funding of the requests from: the Coalition of Journalists for Open Government; the Virginia Coalition for Open Government; and Florida Atlantic University (Michael Koretzky).

The committee deferred action on the following requests:

- **SPJ Sigma Delta Chi Awards DVD.** The committee would like to see refinements of the request by staff. Staff should consider adding audio and video of interviews with winners to the DVD as well as a training program where award winners share "How I Did It" sessions.

- **Ethics Adviceline.** A committee member or designee will consult with the Adviceline staff and SPJ Ethics Committee to discuss this request and SPJ's national efforts in this same area. The committee may have a recommendation for the full board meeting.

A grants worksheet showing available funds is included with this report.
MEMORANDUM

DATE: August 9, 2006
FROM: David E. Carlson, President
SUBJ: REPORT OF THE PRESIDENT
FOR: Boards of Directors

After a term as your SPJ president, I think I have a suspicion of what it’s like to be a rodeo rider.

In rodeo, you never know what you’re going to get. One week, it may be a docile animal that will give you 8 seconds with hardly a whimper. The next, you may draw the bucking-est bronco on the lot.

Being president is a lot like that. You never know from one day to the next what will come your way.

You never know when some college president (Jon Larsen at Ocean County College in New Jersey) will “replace” the 35-year adviser to the student newspaper and then threaten to sue SPJ.

You never know when a member you’ve never met (I’ll not name names here) will toss randomly a hand grenade of words from somewhere on the sidelines.

You never know when a reporter will decide to “selectively” quote you to make it sound as if you believe that censoring the press is a fine, upstanding thing to do. (After 30 years in journalism, dealing with reporters has been truly eye-opening.)

And you never know when you will ask an overworked, underpaid and under-thanked member of this Society to do something great, and they will.

You never know which thing that SPJ or SDX does will make a real difference, change somebody’s life, make journalism or journalists better. You can only feel great to be a part of it.

In the past 10 months, I have carried SPJ’s message to 18 states and two foreign countries, traveling 43,000 air miles in the process.

The executive committee and I have issued some 25 issues-related press releases, some of which were widely quoted online and in print publications including the Boston Globe, the Washington Post, the San Francisco Chronicle, Editor & Publisher and many more (and one of which cost us a big donor).

I’ve written to the president of the United States, the secretary general of the United Nations, the directors of FEMA and EPA, the commissioner of the National Football League, the Kansas City Royals, two governors, a few college presidents and several senators and congressmen.

We have filed or signed on to more than a dozen amicus briefs in various cases important to our causes.

But these are only numbers, not accomplishments. True accomplishments are much harder to come by.

We sent a task force to investigate charges that Ocean County College violated the First Amendment rights of its student newspaper staff and adviser, and a federal judge has since put that adviser back in her job. That’s an
accomplishment, but it’s an accomplishment that belongs to the team of volunteers that did the work, Paul Schreiber, Carl Corry, Kemi Osukoya and Robert Greenman.

We have maintained our fiscal integrity even as SPJ’s membership declined more than 5 percent this year. (The only consolation, and it’s not much of one, is that many other journalism organizations have experienced losses even greater than ours.) We have not only kept our checkbook balanced, we have bought $450,000 worth of certificates of deposit. That’s an accomplishment, but it belongs to the staff at headquarters, especially Executive Director Terry Harper and Controller Jake Koenig, who did the work.

We have carried SPJ’s Code of Ethics to Asia and Latin America, places where journalism ethics have hardly been considered before now. We have continued a relationship with the Asian Journalists Association and established one with the Inter American Press Association. That’s an accomplishment that may enable SPJ to really make a difference in international journalism, but it belongs to International Committee Co-Chair Dan Kubiske and past president Robert Leger, who opened those doors.

We published op-ed columns I wrote about the sale of Knight Ridder in some major newspapers, including the St. Petersburg Times, the Indianapolis Star and Florida Today. That’s an accomplishment, but it belongs to Beth King, our staff communications manager who did the heavy lifting.

We changed the way we make our national awards by adding a process through which our committees, the staff and all of our members can vet the candidates. That’s an important accomplishment, but it belongs to Guy Baehr, chair of the awards committee, and all the rest who do the actual work.

We got the Federal Emergency Management Agency to change its policy and allow citizens of the United States living in its refugee parks to talk to reporters without a FEMA escort. That’s an accomplishment, but I did nothing more than co-author a letter. The glory belongs to FOI co-chair Charles Davis who brought the issue to our attention and wrote the first draft of the letter.

We greatly improved our communications with members through the weekly email called SPJ Leads and through a complete redesign of our Web site, SPJ.org. Those are great accomplishments, but they belong to President-elect Christie Tatum, volunteer Tom Henderson and Web administrator Billy O’Keefe. They did the work, not I.

We put on more workshops and other educational events for journalists than at any time in more than a decade. That’s a tremendous accomplishment, but the credit belongs to the staff, particularly Chris Vachon and Heather Porter, and the funders, the SDX Foundation and Bloomberg.

We’re helping, through the Legal Defense Fund, a young blogger in San Francisco who shot video at a demonstration. Federal prosecutors want his outtakes, and he’s in jail for refusing to give them up. Helping him is an accomplishment, but it’s one that belongs to all the people who donate to the LDF.

I could go on, and I should because I’m leaving far too many people out, but the point is this: It is an incredible privilege to be able to share in the glory for the wonderful work all of you do. Thank you for making a difference, and thank you for allowing me 8 seconds in the saddle to serve with you.

Now, let’s get back to work.
MEMORANDUM

DATE: August 8, 2006
FROM: Julie Grimes, Associate Executive Director
SUBJECT: Staff Report
FOR: Board of Directors

COMMUNICATIONS

Web site

With the launch of SPJ's redesigned Web site, the Foundation pages, too, have been reorganized and expanded. Foundation links exist as a standard part of the site-wide navigation, near the top of the menu.

The redesign also included these additions: a section on Foundation programs; an expanded section about grants, including grant-making history from 2004 to the present; information about making a gift; and biographical information on board members.

Annual Report

Each board member will receive a copy of the 2005 annual report during this board meeting. The 20-page report highlights some of the work of SPJ and the Foundation last year. It's impossible to pack all of the work of these organizations into a 20-page document, but we've selected some exciting highlights to share.

We'll be using this piece more throughout the fall to share with our supporters how their funds are put to work and to share with potential supporters our organizations' missions and how they can join us in our efforts.

We look forward to your comments about this report and your suggestions for the 2006 report.

Ongoing

We continue to feature a Foundation program or action in each issue of Quill magazine. Since the spring board of directors meeting, the following articles have been published:

May 2006: Robert D.G. Lewis First Amendment Award feature
June/July 2006: Foundation grant-making feature
August 2006: The Foundation’s work in the area of collegiate journalism (coincides with Quill’s annual education issue)
DEVELOPMENT
Board members continue to regularly receive giving reports outlining Foundation and SPJ giving history. You have been generous with your time to recognize the Foundation’s supporters through personal calls and emails. Thank you.

Annual Fund
The annual fund includes unrestricted gifts to the Foundation’s grant-making and operational funds. Gifts designated for specific purposes (such as educational programs of SPJ and the Beverly Kees Memorial Fund) are not included in the annual fund.

The goal for the 2005-06 annual fund campaign was $30,000. The campaign closed on July 31, 2006. Total giving toward the annual fund was $27,911.82. This included 248 individual and chapter gifts. This giving was accomplished through: an ongoing appeal included with SPJ membership renewal invoices; a fall mailing highlight the Foundation’s diversity efforts; a Thanksgiving “thank you” mailing; a spring ethics mailing highlighting SPJ and the Foundation’s ethics efforts; an individual, unsolicited gifts.

The goal for the 2006-07 annual fund is $36,000. We aim to reach this goal through: four to five direct mailings; the ongoing invoice campaign; and direct, personal requests. Two new groups we plan to reach this year are: 1) editors of daily news outlets and television station managers and news directors; and 2) past recipients of the Society’s Sigma Delta Chi Awards.

In the area of personal requests, we will be asking every board member to identify five to seven colleagues they are willing to make personal contact with about the Foundation’s work in the coming year.

As a board member, we know you believe strongly in the principles of this Foundation and of SPJ. We hope you will share that belief with your colleagues and give them an opportunity to be involved with the work of this organization -- work that makes journalism better, and through that, improves lives and communities.

Staff will facilitate this contact by providing necessary resources to each board member.
Gala Event
This spring, we began building a current contact list for each of SPJ's living Fellows. We now have contact information for 55 Fellows of the Society.

The Development Committee will present its recommendations for the proposed gala event, based on research of these fellows and other industry leaders.

This is list is a most valuable resource to the organization, and we will work to keep thing individuals informed about SPJ and Foundation activities and learn about their interests in journalism-related philanthropy.

GRANTS AND AWARDS PROGRAMS
Grants
Grant updates on six Foundation-funded programs are included with this board packet. There are no grant requests for consideration at this meeting; however, at the April board meeting, the Foundation deferred action on SPJ's request to fund the Sigma Delta Chi Awards DVD project. The board reserved funds for the project in its 2006-07 budget and advised SPJ to consider resubmitting the proposal later in the year.

The DVD-ROM is scheduled to be distributed during the 2006 SPJ Convention & National Journalism Conference this weekend. SPJ plans to evaluate the success of the project throughout the fall and report results to the Foundation later this winter. At that time, SPJ may seek funding for the project for the next year.

Awards
Reports on the Eugene C. Pulliam Fellowship for Editorial Writing and the Eugene S. Pulliam First Amendment Award are included separately in the board materials for this meeting.
PROJECTS
Campaign for Ethical Journalism
Following the spring board of directors meeting, SPJ established a committee to review the strategic plan for the Campaign for Ethical Journalism. The committee would establish priorities and begin implementation of the plan. President-elect Christine Tatum Thurstone chairs that committee and will provide a progress report during this meeting.

One component of the campaign is the development of a national speakers bureau. This program was funded through a generous contribution by Ruth Ann Hamisch. We are working with the Communications Department at IUPUI, a university in Indianapolis, to develop the speeches, audio visual components, handouts, and potential questions and answers to common questions related to responsible reporting and journalism today. They also will prepare a training manual for speakers involved in the program.

A group of SPJ and Foundation leaders have agreed to assist our consultants with the message preparation. It will include the following components:

- A free press is the cornerstone of our liberty; and SPJ helps journalists provide the American people with the information they need to make well-informed decisions regarding their lives, and their local and national communities.
- There is a difference between news and opinion, and between carefully edited, professionally reported journalism and haphazard commentary. Given the rapid growth in information sources available to the public, a professional journalist Code of Ethics is more important today than ever for both news consumers and working journalists.
- SPJ is both the largest national member organization and the strongest advocate for the profession when it comes to a wide range of issues, from ethics to FOIA, to diversity, to professional education and training.

We expect to have the message and materials crafted and available or use before the end of the year. This fall, we also will begin inviting individuals to be a part of the speakers bureau. Invitations will be directed to SPJ members recommended by the national Ethics Committee and local chapter leaders.

A reminder, this speakers bureau will focus getting SPJ’s message to grassroots, community organizations.
MEMORANDUM

DATE: August 24, 2006  
FROM: Steve Geimann, Communications Committee Chairman  
SUBJ: COMMUNICATIONS COMMITTEE SPRING 2006 REPORT  
FOR: SDX Board of Directors

Members: Ann Augherton, Bruce Cadwallader, Mead Loop  
Tony Mauro, Christine Tatum

The Communications Committee makes recommendations to the board on initiatives, public and journalism forums and other projects and programs that help promote the Foundation and SPI's education efforts. Working with the Mission Committee, the committee coordinates board informational activities, including press releases, the Foundation's presence in SPI publications, the Web site and other materials.

The 2006 Plan of Work included continuing to update the SPI Web site to give visibility to Foundation activities. The committee has oversight for promoting the Pulliam award and is identifying new ways to promote the Foundation's work.

Projects recently completed:

- A revised annual report has been completed, and the written report will be distributed during the Convention. The Foundation published its last annual report two years ago.
- The Foundation achieved front-page status with a separate button on the main SPI.org Web page, which were revamped during the year. The redesign added: a page about SDX programs; an expanded section about grants, including grant-making history since 2004 to the present; information about making a gift to the Society; and biographical information on board members.

Continuing initiatives:

- Investigate newspaper syndicate relationship proposal to publish Pulliam Editorial Fellowship winner's work. This would encourage additional candidates to seek the award, as a way to get around the reluctance of some newspapers to publish work during the six month leave. Several syndicates are being contacted.
- Work with SPI on a communications strategy.
- Posting Pulliam winners' work on the Web site, as either a single narrative or a series of articles that might be made available as op-ed pieces for any newspaper. This project has been under discussion for
the past two years, and we have a backlog of work-product from the award winners.

In the future:

- Solicitation of guest column of letters to the editor targeted for publication in industry publications to be written by the Foundation president, discussing issues such as press freedom and media research—activities supported by the Foundation.
- Correlate winners of the Pulitzer Prizes and Emmy Awards, and alert SDX donors when an SDX Award winner is also honored with another national award.
- Establishing a regular process for revising, republishing the annual report.
MEMORANDUM

DATE: August 7, 2006
SUBJ: DEVELOPMENT COMMITTEE
FOR: Sigma Delta Chi Foundation Board of Directors

At the spring board meeting, board members encouraged the Development Committee to further research the creation of an annual gala to honor new Fellows of the Society and raise the profile of SPJ and the Sigma Delta Chi Foundation. Any funds raised as part of the event would go toward the work of the Foundation.

In the spring, staff secured contact information for 55 Fellows and sent a personal letter to each, along with a list of all the Fellows. Follow up emails were sent to those for whom email addresses could be found.

Fellows were asked whether:
- They would be willing to pay $500 per ticket to attend such an event
- They would purchase two tickets
- They would attend at a reduced rate of approximately $100, if the initial cost was prohibitive
- Whether they would attend if their seat was made available to them complimentary as part of a sponsor’s table

We received 10 responses. The results:
- Four indicated they would purchase tickets at a cost of $500 per ticket.
- Three indicated they would purchase two tickets.
- Four indicated they would purchase tickets at a reduced rate.
- Five indicated they would participate if their tickets were sponsored. (One person said it would depend upon what kind of sponsors would be involved.)

Comments included:
- “I think a dinner in NYC is a great idea and a wonderful means to draw attention to the group and gain public recognition for a professional too often attacked by various administrations.” – Diane Rehm
- “Why New York?” – David Broder
- “I would be willing to pay, but dinners are a very high-cost way to raise funds and difficult to sustain.” – Tom Curley
- “A dinner in New York would mean plane fare and hotel for me – very costly. Unless you can approach my employer to pay for it, my attendance would be doubtful.” – Linda Deutsch
- “If you attend this event, John Seigenthaler would be willing to pay $500 per ticket to attend. If his spouse attends, he would purchase two tickets.”
- “I would buy one ticket. Depending on the date, I would try to come.” – Hodding Carter III
• “Good idea. Good luck” — Geneva Overholser

Also this summer, letters were sent to more than 100 media leaders at news outlets around the country, with particular emphasis on New York, Washington, D.C., Pennsylvania, Virginia and the West Coast.

These individuals were informed about the gala proposal and asked whether:
• They would be willing to pay $500 per ticket to attend such an event
• They would be willing to purchase a $5,000 table
• They would purchase a premium $10,000 table
• They would reserve two seats at their table for distinguished Fellows of the Society

This mailing resulted in four responses. One organization, The Record in Hackensack, N.J., indicated it might purchase a single $500 ticket to participate. The other three indicated they would not participate. Comments received:
• “We contribute to the minority journalism groups. Money is tight and this would not be a priority.” — Newsday
• “Sounds like a truly honorable plan — but we are so involved locally that I think it’s not possible for us to get involved in a New York event.” — The Washington Examiner
• “We are a nonprofit and would be unlikely to attend a NYC event unless we had a direct connection.” — WETA-TV, Arlington, Va.

The following individuals were suggested as potential Fellows of the Society:
• Jim Lehrer
• Gwen Ifill
• Ray Suarez
• Robert MacNeil

While the survey results have been very low, this exercise has been helpful. We now have initial contact information for at least some of the SPJ Fellows. This did not exist before. This is an important group of individuals to SPJ and to the Foundation. We plan to keep them informed about Society activities and encourage their increased involvement with the organization.

The mailings to media organizations were helpful to remind the news outlets of the work of SPJ and the Foundation. It’s impossible to calculate, but every reach and contact helps to build brand identification for the organizations.

Should the board decide to undertake additional research about the proposed gala, we suggest developing a working list of more targeted media organizations and approaching them as potential partners for the event.
Fellows of the Society of Professional Journalists

1948
Erwin Comb, editor, The Christian Science Monitor, Boston
Barry Fair, editor in chief, International News Service, New York City
Harry J. Grant, chairman, of the board, The Milwaukee Journal

1949
Calvin Holtz, editor and publisher, The Denver Post
Frank Luther Moir, dean, School of Journalism, University of Missouri-Columbia
James C. Stahlman, publisher, Nashville Banner

1950
Howard Blackburn, science writer, The Associated Press, New York City
Walter Lippman, editorial columnist, New York Herald Tribune

1951
Irving Drilliard, editorial page editor, St. Louis Post-Dispatch
Edward R. Murrow, commentator, CBS, New York City
Alberto Gutierrez Paz, publisher, La Prensa, Buenos Aires, Argentina

1952
Louis B. Stutzer, editor, Cleveland Press

1953
Howard Carlson, editor and publisher, Delta Democrat-Times, Greenville, Miss.
William B. Henry, commentator, NBC, Washington, D.C.
Basil L. Walker, executive editor, Knight Newspapers, Chicago

1954
Kent Cooper, executive director, The Associated Press, New York City
Virginia Dahmen, editor, Richmond (Va.) Times-Dispatch
DeWitt Wallace, founder and editor, Reader's Digest, Pleasantville, N.Y.

1955
Paul Bellamy, editor emeritus, The Plain Dealer, Cleveland
Harold L. Cross, author and legal counsel, Skowhegan, Maine
Walter Humphrey, editor, Texas Press, Fort Worth

1956
George Hudin, correspondent, Chicago Daily News
Ward A. Netl, president, Cern Belt Dailers, Chicago

1957
Frank Bartholomew, president, United Press Associarion, New York City
J. Montgomery Cadwell, director, American Press Institute, Columbia University
Tom Powell Jr., editor and publisher, Anamosa, Iowa Era and Journal

1958
J. N. Heineck, president and editor, Arizona Daily Sun
Willard M. Kiplinger, editor, Washington, D.C. Business and Changing Times
Eric Seaver, Washington, D.C. news staff chief, CBS

1959
Houston Waring, editor, Littleton, Colorado Independent and Anrapo Herald
Hal O'Hanley, foreign correspondent, Chicago Daily News

1960
Ike Gershman, managing editor, City News Bureau, Chicago
Frank Stanton, president, CBS, New York

1961
Lyle C. Wilson, vice president & Washington, D.C. general manager, UPI
James A. Stuart, editor, The Indianapolis Star

1962
David Lawrence, editor, U.S. News and World Report, Washington, D.C.

1963
Paul Miller, president, Granada Newspapers, and president, The Associated Press
Saul Taishoff, president, publisher and editor, Broadcasting Publications, Inc.

1964
Robert U. Brown, publisher and editor, Editor and Publisher, New York
Turner Carledge, executive editor, The New York Times
Vernon Royster, editor, The Wall Street Journal

1965
David Dietz, Cleveland, Ohio Press
Mark Foster Erwin, lecturer, University of North Carolina, Chapel Hill

1966
James L. Kilgallen, Hearst Newspapers, New York
Ralph McGill, publisher, Atlanta Constitution
Charles A. Sprague, editor and publisher, The Oregonian

1967
Julian Goodman, president, NBC, New York
Eugene C. Pulliam, president, Phoenix Newspapers, Inc., and Indianapolis Newspapers, Inc.

1968
Earl Johnson, editor and vice president, United Press International
John S. Knight, editor and chairman, Knight Newspapers, Miamisburg, Fla.
Theodore H. White, reporter and author, New York

1969
Herbert L. Block (Hi-Bloc), editorial cartoonist, The Washington Post
Kenneth MacDonald, editor and publisher, The Des Moines Register and Tribune

1970
Walter Cronkite, CBS News correspondent, New York
John H. Johnson, president, Johnson Publishing Company, Chicago
William B. (Bill) Mannullin, editorial cartoonist, Chicago Sun-Times

1971
Katharine Graham, publisher, The Washington Post
Howard K. Smith, commentator, ABC News, New York

1972
George Gallup, founder and chairman, American Institute of Public Opinion
Mary McCarthy, columnist and staff writer, Washington Star-News
Roger Tatarian, former editor and vice president, United Press International

1973
Benjamin C. Bradlee, executive editor, The Washington Post
John Chancellor, NBC News, New York
Barry Reagon, ABC News, New York

1974
Louis M. Lyons, retired editor, Nieman Foundation for Journalism
I. E. Stone, editor, I. E. Stone's Weekly
Richard L. Sturtevant, The Christian Science Monitor

1975
David S. Broder, correspondent, The Washington Post
James Jackson Kilpatrick, columnist
Milan Wallis, correspondent, CBS News
1976
William E. Buckley Jr., columnist
Charlotte Curri, associate editor, The New York Times
Peter Lisagor, Washington, D.C. bureau chief, Chicago Daily News

1977
Pauline Frederick, international affairs analyst, National Public Radio
Lee Hals, chairman of the board, Knight-Ridder Newspapers, Inc.
Lowell Thomas, newsreel commentator and author

1978
Eugene Patterson, editor, president & CEO, St. Petersburg Times, and president, Congressional Quarterly
Jack Landau, law columnist, Newsweek Newspapers, director, Reporters Committee for Freedom of the Press
Richard Salant, president, CBS News, New York

1979
Walter Mears, chief of The Associated Press, Washington, D.C. bureau
Dan Raub, co-editor, CBS News "60 Minutes," New York
Art Buchwald, syndicated columnist, Los Angeles Times Syndicate, Washington, D.C.

1980
Clayton Kirkpatrick, president, Chicago Tribune
Clark Mollenhoff, professor of Journalism, Washington and Lee University
Red Smith, sportswriter, The New York Times

1981
Charles Kuralt, CBS News, New York
Allen H. Neuharth, chairman and president, The Gannett Company, Rochester, N.Y.
Richard M. Schmidt Jr., general counsel, American Society of Newspaper Editors

1982
David Brinkley, analyst, ABC News, Washington, D.C.
William Parr, reporter, Los Angeles Times
William Shuman, editor, The New Yorker

1983
David Halberstam, journalist and author
Elmer W. Lawer, dean, Univ. of Missouri School of Journalism & past president, ABC News
Carl Rowan, syndicated columnist

1984
John Seigenthaler, editorial director, USA Today editor and publisher, The Tennessean
Anthony Lewis, columnist, The New York Times
Marlene Sanders, correspondent, CBS News

1985
Helen Thomas, White House correspondent, United Press International
Keith Fuller, former president and general manager, The Associated Press

1986
Ted Koppel, news anchor, ABC News
Eugene L. Roberts Jr., executive editor, The Philadelphia Inquirer
Paul Conrad, editorial cartoonist, Los Angeles Times

1987
Kay Fanning, editor, The Christian Science Monitor
David Tessen Bryan, chairman of the board of directors, Media General, Inc.
Franz Hugeditor, former foreign correspondent, NBC News

1988
Louis Rochei, president and general manager, The Associated Press
Ellen Goodman, associate editor and columnist, The Boston Globe
John Quinn, executive vice president, Gannett Company, Inc.

1989
Janet Cischinan, executive editor, The Miami Herald
Bob Schieffer, Washington correspondent, CBS News
James D. Squares, executive vice president and editor, Chicago Tribune

1990

Georgie Anne Geyer, columnist, Universal Press Syndicate
Bernard Shaw, Washington author, CNN

1991
Peter Arnett, correspondent, CNN
Leslie Stahl, correspondent, "60 Minutes"

Dick Leonard, Nieman professor of journalism, Harvard University

1992
Michael G. Gardner, president, NBC News
Bob Greene, assistant managing editor, retired, New York Newsday
Geneva Overholser, editor, The Des Moines Register

1993
Albert Fitzgerald, assistant vice president, Knight-Ridder
Bob Chandler, editor The Bulletin, Bend, Oregon
Connie Chung, CBS News

1994
James Pakeley, NBC News
Gary Trudeau, syndicated cartoonist
Carole Simpson, ABC News

1995
Christian Amoquah, correspondent, CNN
Beau Lamb, president and CEO, CNN

1996
Herb Caen, columnist, San Francisco Chronicle
Jay T. Harris, chairman and publisher, San Jose Mercury News
William Headline, vice president, CNN

1997
Jack Nelson, chief Washington correspondent, Los Angeles Times
Tom Schnickel, talk show host, CBS News
Linda Wertheimer, National Public Radio

1998
Howard H. (Tim) Hays, formerly of the Riverside Press-Enterprise

1999
Bud Osborne, president of the publishing division of the A.H. Belo Corp.
Mara Liasson, White House correspondent, National Public Radio
Tom Rosenstiel, director, Project for Excellence in Journalism

2000
Diane Rehm, National Public Radio; and WAMU radio host
Leonard Pitts, syndicated columnist, The Miami Herald
Net Henshaw, syndicated columnist and widely recognized advocate for the First Amendment

2001
Don Maynard, The Maynard Institute
Bruce Braugman, The San Francisco Bay Guardian
David Shaw, Los Angeles Times

2002
David Handschuh, photographer, New York Daily News
Robert Kaiser, associate editor and senior correspondent, The Washington Post

2003
Hadding Carter III, president/CEO, John S. and James L. Knight Foundation
Stetson Kennedy, author, historian, and retired journalist
Cynthia Taclan, editorial page editor, The Atlanta Journal-Constitution

2004
Tom Curley, president and CEO, The Associated Press
Anne Garrels, senior foreign correspondent, National Public Radio

2005
Linda Deutsch, The Associated Press
Bill Kovach, Committee of Concerned Journalists
Philip Meyer, Knight Chair in Journalism, University of North Carolina at Chapel Hill

ABOUT THE FELLOWS PROGRAM
Being named a Fellow of the Society is the highest honor SPJ bestows upon a journalist. Fellows are selected based on their extraordinary contributions to the journalism profession.
MEMORANDUM

DATE: August 15, 2006

SUBJ: GOVERNANCE COMMITTEE

FR: Kelly Hawes, governance committee chair

FOR: Sigma Delta Chi Foundation Board of Directors

The committee recommends the following slate of officers:

- President: Steve Geimann
- Vice president: Betsy Ashton
- Secretary: Irwin Gratz
- Treasurer: Howard Dubin

Under the foundation bylaws, Steve Geimann’s term as president would be for two years. The terms of Betsy Ashton as vice president, Irwin Gratz as secretary and Howard Dubin as treasurer would be for one year each.

The Sigma Delta Chi board of directors has five members whose terms expire this year:

- Todd Gillman
- Kelly Hawes
- Bill Ketter
- Robert Leger
- Georgiana Vines

We also have three people being suggested for appointment to the board:

- Al Leeds
- Alex Jones
- Irwin Gratz

As you know, Georgiana Vines and I are not seeking reappointment. The committee recommends that the board nominate Todd Gillman, Bill Ketter, Robert Leger, Al Leeds, Alex Jones and Irwin Gratz to three-year terms on the SDX board. Under our bylaws, all of these appointments are subject to the approval of the SPJ board, but that board historically has gone along with the SDX board’s recommendations.

At the moment, we have 19 SDX appointees on the board. Seven are members of the class of 2008, six are members of the class of 2007 and five are members of the class of 2006. There is no limit on the number of appointees we can add, but we should probably at least consider at what point the board will become unwieldy. For the record, the number of SPJ board members on
the SDX board is also unspecified, but it must be one less than half of the overall total.

In light of the board's discussion in the spring, it bears mention at this point what the foundation should be looking for in the way of board members. My feeling is that the board needs a mix of worker bees and heavy hitters. It needs people who will do the committee work, attend the meetings and keep the foundation operating, but it also needs people whose names and bank accounts alone might be enough. I do think the board should make clear to any prospective board member that it expects all of its members to make some sort of financial commitment, even a small one. I'm not so sure, though, that it should really be expecting all of its board members to do heavy lifting. Perhaps that's a question the board should address.

Adopting the committee's recommendation would leave the number of SDX appointments at 19, and it would put the class of 2009 at six members.

This will be my final nominating report. I have been a member of one board or the other since 1990, and it's with some sadness that I step aside. I have enjoyed the opportunity to serve the profession of journalism first through the Society of Professional Journalists and then through the foundation. I have learned a great deal from my experiences, and my life has certainly been richer because of the people I've met and the places I've visited.

Nevertheless, I feel confident that I'm leaving the foundation in good hands. You and the rest of the Sigma Delta Chi board members are doing important work, and I salute you for your continued dedication.
ALEX JONES

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Laurence M. Lombard Lecturer in the Press and Public Policy
Director
Shorenstein Center
Taubman-268
Tel: 617-495-2582
Fax: 617-495-8696
email: alex_jones@hks.harvard.edu
Assistant: Jennifer Goodman (617-495-3557)

PROFILE

Alex S. Jones is Laurence M. Lombard Lecturer in the Press and Public Policy and Director of the Joan Shorenstein Center on the Press, Politics and Public Policy. He covered the press for the New York Times from 1983 to 1992 and was awarded the Pulitzer Prize in 1987. In 1991, he coauthored (with Susan E. Tift) The Patriarch: The Rise and Fall of the Bingham Dynasty. In 1992, he left the Times to work on The Trust: The Private and Powerful Family Behind the New York Times (also coauthored with Tift), which was a finalist for the National Book Critics Circle award. He has been a Nieman Fellow at Harvard, a host of National Public Radio's On the Media, and is currently the host and Executive Editor of PBS's Media Matters. He is on the Advisory Board of the Columbia Journalism Review, International Center for Journalists, Committee of Concerned Journalists, and the Center for Strategic and International Studies.

AL LEEDS

AI Leeds
President
LA Times-Washington Post News Service
202-334-8175
leedsca@washpost.com

PROFILE

Since 1989, Al Leeds has served as president and editorial director of the Los Angeles Times-Washington Post News Service, a supplemental wire with clients in 57 countries. He's a 27-year veteran of The Washington Post building, having also worked in the Washington Post Writers Group syndicate. Leeds joined what was then SPJ while a journalism undergrad at Drake University, where he also has a master's degree in public administration. His previous work with other organizations includes terms on the Drake journalism school's national advisory board, and on the board of Business Basics, a business journalism nonprofit. He's been an SPJ member since his student days at Drake University, where he was chapter president.
MEMORANDUM

DATE: August 15, 2006
SUBJ: EUGENE C. PULLIAM FELLOWSHIP FOR EDITORIAL WRITING
FR: Julie F. Grimes
FOR: Sigma Delta Chi Foundation Board of Directors

2005 Fellowship Update
Last year, Seattle Times editorial writer Kate Riley received the 2005 Eugene C. Pulliam Fellowship for Editorial Writing. Her project centers on the conflict between scientific study and Native American culture. Through the study of the "Kennewick Man," a 9,000-year-old skeleton found in Washington, Riley seeks to find common ground among various sides of the issue and encourage opportunities for all people to work collaboratively and learn from each other about the rich cultural heritage of America.

Through the fellowship, Riley has been able to direct significant time and energy to this work. She reduced her work at the paper to part time and also took leave of absence during the year. She studied anthropology at an area university and has made several trips to study activities in other areas.

The first of Riley’s work on this topic is scheduled to run in The Seattle Times on Aug. 27. In addition to printed work in the daily paper, there will be additional information at the paper’s Web site. Because there has been little recent news coverage of issues surrounding Riley’s work, her commentary will be complemented by the paper’s ongoing news coverage.

Following this first publication, the paper plans to run a new component of the story every month to six weeks for the next 10 months.

Riley also hopes to establish a collection of links to other commentaries about archeological issues, which will be housed at the paper’s Web site.

Riley will continue to report on her work throughout the fall and spring.

2006 Fellowship
During a conference call on Aug. 15, a judging committee selected the 2006 Fellow — Karin Klein, editorial writer for the Los Angeles Times.

Klein was selected from a competitive group of 12 applicants. She will spend the next year exploring and writing about what is means for the individuals affected and for society as the first generation of children diagnosed with ADHD reaches young adulthood.
Klein will be recognized as the new fellow during a luncheon sponsored by the Sigma Delta Chi Foundation during the NCEW National Convention in September in Pittsburgh.

Paul McMasters, First Amendment ombudsman for the Freedom Forum and past president of the Sigma Delta Chi Foundation, chaired the selection committee. Committee members included Jill Labbe, president of the National Conference of Editorial Writers, and Mark Trahant, editor of the Seattle Post-Intelligencer editorial page.

The fellowship was publicized this year through a mailing to all NCEW members, notices to the SPJ and NCEW listservs, Quill magazine, SPJ Leads, the SPJ Web site, news releases to editorial writers in SPJ's news release management software, and ads in one of the national journalism reviews. Riley also helped promotions efforts significantly by directly notifying her editorial colleagues about the program. We believe our publicity efforts are reaching the majority of eligible fellowship candidates.

Future Plans
Kate Riley has expressed her willingness to assist the Foundation with evaluating the fellowship and making suggestions for future plans for the program. At her own initiative, she has already spoken with at least three past fellowship recipients about their experiences.

I recommend that the Foundation stay in contact with Riley about her experiences as a fellow. As the first fellow to receive the $75,000 award, she will have significant insight about the workings of the program and may be well positioned to help the Foundation make the best use of its resources in this regard.
MEMORANDUM

DATE: August 15, 2006
SUBJ: EUGENE S. PULLIAM FIRST AMENDMENT AWARD
FR: Julie F. Grimes
FOR: Sigma Delta Chi Foundation Board of Directors

2006 Award Update

This summer, a selection committee named Terry Francke, Peter Scheer and the California First Amendment Coalition as joint recipients of the 2006 Eugene S. Pulliam First Amendment Award. They were honored for their commitment to open government and their unwavering support for the passage and implementation of “Prop 59,” a state constitutional amendment that makes public access to records and government meetings a civil right of every Californian.

Francke, Scheer and the CFAC will share the $10,000 cash award. Francke and Scheer will each be recognized during the President's Installation Banquet, Saturday evening, Aug. 26, at the close of this national conference.

There were 10 nominees for the award this year, including three that were nominated from prior years. For comparison, 20 nominees were considered in 2005, but 15 of those were nominees from prior years.

The 2006 selection committee included: Georgiana Vines, chair and Foundation board member; Joel Campbell, SPJ FOI Committee co-chair; Kelly Hawes, Foundation board member; Kate Martin, recipient of the 2005 Pulliam First Amendment Award; and Russ Pulliam, Foundation board member.
Report to the Sigma Delta Chi Foundation
August 2006

In September 2004, the Sigma Delta Chi Foundation announced a grant of $100,000 to the National Conference of Editorial Writers (NCEW) Foundation to help endow the Minority Writers Seminar (MWS).

The purpose of the MWS Endowment is to promote racial justice and equality through the inclusion of diverse voices in media. The MWS builds the skill sets of minority journalists in the craft of opinion and editorial writing, and since its inception in 1996, has prepared more than 180 journalists for careers as writers and editors of opinion.

From the beginning, the MWS has benefited from partnerships, first with the First Amendment Center and now with the Freedom Forum Diversity Institute at Vanderbilt University, and has enjoyed the support of foundations, individuals and newspaper companies. In 2004, the John S. and James L. Knight Foundation provided a five-year $150,000 operating grant to the NCEW Foundation to cover the seminar’s costs while the NCEW Foundation raises $500,000 to establish an endowment to secure the seminar’s future. Since that time with the help of the Sigma Delta Chi Foundation, the NCEW Foundation has raised over $320,000 toward the $500,000 endowment with an additional $50,000 pending. In addition to SDX, contributors include the Newhouse Foundation, the McClatchy Newspaper Group, the New York Times Company Foundation, and individuals. At this point, we are hopeful that we will exceed the goal of $500,000 by the end of the five-year endowment campaign.

In May 2006 we held the 11th annual Minority Writers Seminar. Twenty-nine individuals including 12 African Americans, 5 Latinos or Hispanics, and 12 Asians attended. Nineteen attendees were women. We are exceptionally pleased that our staff complement was as diverse as our participant group. Vanessa Gallman, an African American woman who is editorial page editor at the Lexington Herald Leader chaired the seminar. She was assisted by 15 faculty and staff, 10 of whom were African Americans and two who were Hispanics.

Total expenses for the 2006 seminar were in excess of $69,000. Inkind support, which exceeded $30,000, included faculty preparation and training time, travel (supported by both faculty and their employers), and the Freedom Forum’s contribution of seminar space and technical support. Other expenses for the seminar were supported by $34,143 in cash contributions, and the Minority Writers Seminar Endowment.

A reconciliation of our cash expenses, a staff roster, an attendees’ roster, and a copy of the agenda and activities of the seminar are attached for your review.

Thank you for your support as we grow this important program.

Respectfully Submitted,

Morgan McGinley
President
NCEW Foundation
## 2006 Minority Writers Seminar Detailed Budget Report

### Freedom Forum Diversity Institute at Vanderbilt University

Nashville, Tennessee  •  May 4-7, 2006

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<td>Hotel</td>
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<td>29 participants @ $131.39 ($115 + 14.25% tax)</td>
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<td>1 speaker 1 night, 1 speaker 2 nights @ $131.39</td>
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<td>Food beverages</td>
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<td>Thursday reception, dinner for 39</td>
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<td>Produced 59, shipped 53 second day air</td>
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<td>On site materials</td>
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<td>Badges, tent name cards, survey forms, Rick Horowitz materials</td>
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<td>Promotion/recruitment</td>
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<td>Materials for minority journalists' conventions, 3 other news releases to web sites of minority and other journalism organizations</td>
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<tr>
<td>Miscellaneous</td>
<td>$758.30</td>
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<td>Film and photos, parking, airline ticket for one speaker, rent two laptop computers to accommodate larger class, copy and mail surveys to faculty, speakers, sponsors, and presidents of NCEW and Foundation</td>
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<tr>
<td>Hotel miscellaneous charges</td>
<td>$404.39</td>
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<td>Rental of room for Sunday session, shuttle service (3 trips for each session) because of large number of participants</td>
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<tr>
<td>Coordination fee</td>
<td>$6,500.00</td>
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### COST

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<td>Travel subsidies up to $200 each for participants</td>
<td>$5,682.41</td>
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**TOTAL COST**

$34,143.47

Cost per participant

$1,177.36
Thursday, May 4, 2006

6:30 p.m.  Reception and dinner, Embassy Suites Hotel
           Titan Room

7:00 p.m.  Welcome to Seminar
           • Vanessa Galiano, seminar director and editorial page editor, Lexington Herald-Leader in Kentucky
           • Everett J. Mitchell II, vice president news and editor, The Tennessean in Nashville

           Speaker: Ricardo Pimentel, nationally syndicated columnist, editorial page editor, Milwaukee Journal Sentinel

Friday, May 5, 2006

Complimentary continental or cooked-to-order breakfast at Embassy Suites Hotel

8:00 a.m.  Embassy Suites Hotel shuttle leaves on first of three trips to John Seigenthaler Center (615/727-1402)

8:45 a.m.  Welcome
           Conference Room
           Robbie Morganfield, executive director, Freedom Forum Diversity Institute at Vanderbilt University
           Gene Policinski, executive director, First Amendment Center at Vanderbilt University

9 a.m.    Nuts and bolts of editorial writing
           Speaker: Chuck Stokes, editorial/public affairs director, WXYZ in Detroit,
           past NCEW and NCEW Foundation president

9:30 a.m.  Editorialists: still have to report
           Speaker: Fannie Flono, associate editor and columnist, The Charlotte Observer

10:00 a.m.  Preparing your argument
           Speaker: Doug Lyons, editorial writer, South Florida Sun-Sentinel in Fort Lauderdale

10:30 a.m.  Break

10:45 a.m.  Dealing with the public
           Speaker: Tommy Denton, editorial page editor, The Roanoke Times
           past NCEW and NCEW Foundation president

11:15 a.m.  Choosing the right editorial board
           Speaker: Alvin Bessent, editorial writer, Newsday

11:45 p.m.  Simulated editorial board meetings in small groups
           Leaders: Alvin Bessent, editorial writer, Newsday
           Tommy Denton, editorial page editor, The Roanoke Times
           Fannie Flono, associate editor and columnist, The Charlotte Observer
           Rick Horowitz, writing coach/syndicated columnist, based in Milwaukee
           Doug Lyons, editorial writer, South Florida Sun-Sentinel in Fort Lauderdale
           Ricardo Pimentel, nationally syndicated columnist and editorial page editor, Milwaukee Journal Sentinel
           Chuck Stokes, editorial/public affairs director, WXYZ Channel 7, Detroit

Writing session
Friday May 5, 2006
12:30 p.m.  Lunch available
3:45 p.m.    Group photo
4:00 p.m.    Shuttle picks up participants for return to Embassy Suites Hotel
            Afternoon and evening free: dinner on your own

Saturday, May 6, 2006
Complimentary continental or cooked-to-order breakfast at Embassy Suites Hotel

8:00 a.m.   Embassy Suites Hotel shuttle leaves on first of three trips to John Seigenthaler Center
8:45 a.m.   Small group critique sessions with leaders
9:45 a.m.   GETTING YOUR WORDS' WORTH
            Speaker: Rick Florowitz, writing coach and syndicated columnist
            Conference Room
10:45 a.m.  Break
11:00 a.m.  Simulated editorial board meetings in small groups with leaders
            Research and writing session
            Newsroom and classroom
12:30 p.m.  Lunch available
3:00 p.m.   Gen X and Baby Boomers can co-exist on editorial boards
            Moderator: Doug Lyons, class of 1997, editorial writer, South Florida Sun-Sentinel in Fort Lauderdale
            Panelists: Dawn Bracey, class of 2002, editorial writer, The Buffalo News
            Erica Bryant, class of 2004, editorial writer, Democrat and Chronicle, Rochester, New York
            Richard Rucias, class of 2000, columnist, The Arizona Republic, Phoenix
            Conference Room
4:15 p.m.   Shuttle picks up participants for return to Embassy Suites Hotel
6:30 p.m.   Embassy Suites Hotel shuttle picks up participants
7:00 p.m.   Reception and dinner, City Club – Nashville; 201 Fourth Avenue North, 615/244-3693
8:15 p.m.   Speaker: Jarvis DeBerry, editorial writer and columnist, The Times-Picayune in New Orleans
10 p.m.     Shuttle picks up participants for return to Embassy Suites Hotel

Sunday, May 7, 2006
Complimentary continental or cooked-to-order breakfast at Embassy Suites Hotel

8:30 a.m.   Group critique session with leaders
10:00 a.m.  Evaluation of seminar
11:00 a.m.  Dismissal

The National Conference of Editorial Writers Foundation, in partnership with the Freedom Forum Diversity Institute at Vanderbilt University, sponsors 11th annual Minority Writers Seminar

Supporters of the Seminar:
John S. and James L. Knight Foundation
McClatchy Newspapers
Sigma Delta Chi Foundation
Frank Blethen
Reed McCluggage
The Tennessean

Schedule subject to change
04.24.06
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Panel

Douglas C. Lyons

A member of the second Minority Writers Seminar class in 1997, Lyons joined the editorial board of the South Florida Sun-Sentinel in Fort Lauderdale the following year. He has been an active volunteer at the Seminar since 2000, serving as a panelist and member of the faculty.

Prior to joining the editorial board he was senior reporter and assistant city editor at the Sun-Sentinel.

A graduate of Bowdoin College and Columbia University with a MS degree in journalism, he has also worked at Ebony magazine, the Dallas Times Herald, U.S. News and World Report, The Democrat & Chronicle, and The Washington Post.

Dawn Bracely

Dawn Bracely had been writing editorials at The Buffalo News just over a year when she came to the 2002 Seminar.

After earning a BS degree in journalism at the University of Maryland, she interned in Roanoke, Virginia, and worked at The Citrus County Chronicle in Inverness, Florida, before joining The Democrat & Chronicle in Rochester. After a decade in various positions from news to sports, she joined the editorial department of The Buffalo News in September 2000.

Erica Bryant

Erica Bryant is an editorial writer at the Democrat and Chronicle newspaper in Rochester, New York where she focuses on City Council, technology, and cultural issues. She has been writing editorials for three years and also contributes to the Democrat and Chronicle's editorial page blog.

She had been writing editorials for seven months when she attended the 2004 Seminar.

Richard Ruelas

Richard Ruelas was appointed a columnist at The Arizona Republic in Phoenix in January before attending the May 2000 Seminar.

After working for the Associated Press in Phoenix, he joined the Phoenix Gazette, which later merged with The Arizona Republic.
Keynote Speakers

Jarvis DeBerry

Were it not for a letter he received his freshman year from the dean of Washington University's engineering school, Jarvis DeBerry might not be working as a journalist.

The dean said DeBerry's performance on an English proficiency exam was sub-par, so poor, in fact, that he would have to take English composition. DeBerry protested. His mother taught English. He had won the county spelling bee not once, but two times. He'd always earned A's in English. He'd spent the summer writing for The South Reporter in his hometown of Holly Springs, Mississippi.

Unmoved, the dean ordered DeBerry into E-comp, where he half-expected to hear the clank of iron doors closing behind him. Far from being a punishment, though, the class turned out to be the reminder DeBerry needed that nothing has ever thrilled him as much as writing.

He served as assistant features editor and wrote a column for his campus newspaper, Student Life, and worked as an intern for the St. Louis Post-Dispatch. He graduated from Washington University in 1997 with a degree in English Literature and immediately began an internship at The Times-Picayune.

There he has covered crime and courts and written editorials. After Hurricane Katrina, he went from writing one column a week to three.

Ricardo Pimentel

Ricardo Pimentel is editorial page editor of the Milwaukee Journal Sentinel and a nationally syndicated columnist.

Pimentel has held reporting and editing posts at newspapers in California and Arizona, was a Washington correspondent for McClatchy Newspapers, and served a four-month stint as a Navy journalist at McMurdo Station in Antarctica. He is author of two books of fiction.

Pimentel also worked as the op-ed columnist for the The Arizona Republic.

The U.S.-born son of Mexican immigrants, Pimentel's father, a tailor, taught himself English with books from the San Bernardino, California, public library and provided the inspiration for his son's writing career.
SIGMA DELTA CHI FOUNDATION
FINAL GRANT REPORT FORM
$15,000 grant for Fifth Edition
of the 50-state compendium
of open meetings and open records laws

Date: August 14, 2006

I. Participation: These are census questions that are not relevant to our project.

II. Goals: Referring to your proposal, list the goals and objectives of the grant and
tell how they are being met? Please include specific outcomes or progress toward
outcomes.

We requested a $30,000 grant for partial funding of the Fifth Edition of our unique
50-state compendium of open government laws, Tapping Officials' Secrets. The compendium,
now renamed The Open Government Guide ("OGG"), was last updated in 2000-2001 and most
state laws have been amended since that time, particularly in the area of access to electronically
stored information. The SDX Foundation awarded us $15,000.

To keep pace with changes in technology, the Fourth Edition emphasized an electronic
format easily available on the internet. Rather than stockpiling hundreds of copies of each
state’s outline in booklet form, we stored the publication electronically and bound it on an
as-needed basis for those who wanted a hard copy of a particular state. Most importantly, we
posted the entire publication on our website <www.rcfp.org> in a word-searchable and indexed
format. We have discovered that users prefer this format. It also is generally cheaper to
distribute the publication in this format.

More than half of the 1,600 legal defense calls we get annually involve access to
government records or meetings. The Open Government Guide provides accessible, detailed
guidance on using the applicable laws in each state. Although the publication is targeted for
use by the news media, many members of the public also find it extremely helpful.

Past editions of the compendium consisted of 51 separate booklets, one for each state
and the District of Columbia, prepared according to a standard outline and annotated by expert
attorneys in each state on a pro bono basis. Users could purchase the entire compendium, or
individual booklets for each state. More than 12,000 print copies of the last two versions of the
compendium and individual state booklets were sold. Our most recent editions also have been
produced in a CD-ROM version and posted on our web site. We have discovered that this
online version is even more popular. We plan to continue this practice.

We sought partial funding for this project from several other foundations, including The
Ethics & Excellence in Journalism Foundation, which gave us $10,000.
The online version of the guide became available electronically on July 28, 2006. The print version of the compendium was delivered to us from the printer on August 11, 2006. The first orders are being processed this week.

III. Outcomes:

1. Describe how the grant benefitted your organization’s internal structure and/or external constituencies.

More than half of the 1,600 legal defense calls we get annually involve access to government records or meetings. Tapping Officials’ Secrets provides accessible, detailed guidance on using the applicable laws in each state. Although the publication is targeted for use by the news media, many members of the public also find it extremely helpful.

2. Describe how success is measured (what data are being used, etc.)

The guide has been available for about two weeks, and we’ve already gotten orders for dozens of paper copies, and our web site is busy.

3. Have there been challenges to completing the stated objectives?

As always, our volunteer lawyers needed to be prodded and prodded. But their outlines were completed, except for one state, which was prepared by our staff. Our biggest challenge was the resignation of FOI Service Center Director Rebecca Daugherty in December 2005. FOI Legal Fellow Corinna Zarek stepped in and did a wonderful job shepherding the project.

4. Describe the program’s strengths and weaknesses.

The strengths are obvious: there are journalists and lawyers in the U.S. who simply could not do their jobs without this compendium. The project’s biggest weakness is its timeliness. We are in the process of discussing implementation of a system that would allow us to update individual states as changes are made in state law, rather than tackled every state on a rigid five year schedule.

5. Make any additional comments or information.

We are confident SPJ members around the country will find OGG to be a useful reporting tool.
I. Participation (Please complete if relevant to the project)

_____ No. students
_____ No. professionals
_____ No. non-journalists

_____ Total participants

If known, please provide the following information:

_____ No. women
_____ No. minorities
_____ No. SPJ members

II. Goals

Referring to your proposal, list the goals and objectives of the grant and tell how they are being met? Please include specific outcomes or progress toward outcomes.
III. Outcomes (use additional paper if necessary)

1. Describe how the grant benefited your organization’s internal structure and/or external constituencies.

2. Describe how success is measured (what data are being used, etc.)

3. Have there been challenges to completing the stated objectives?

4. Describe the program’s strengths and weaknesses.

5. Make any additional comments or information

IV. Attachments

1. A detailed income/expense statement
2. Copies of any publicity or press coverage about the program.
3. Any supplementary material you believe will interest the Foundation
4. Any photographs of program activities, quotes or anecdotal information that would support the program (For example, a “human interest story” that illustrates the success of the program). Provision of these documents implies that they may be used by the Sigma Delta Chi Foundation for promotional purposes.
5. Copy(ies) of final product if applicable.
Statement of Expenditure of $15,000 Grant from the Sigma Delta Chi Foundation for Open Government Guide

August 1, 2006

Compilation of Text:

- Legal Fellow $1,730
- Staff Attorney 3,077
- Payroll taxes 367
- Telephone 250

Production:

- Supplies 436
- Postage 360
- CD-ROM 300
- Docu-Tech set-up & printing individual booklets 430
- Printing (500 cys of complete set) 8,050

Total Expenditures $15,000
PRESS RELEASE: The Reporters Committee for Freedom of the Press

FOR IMMEDIATE RELEASE -- Contact: Lucy Dalglish, (703) 807-2100

Reporters Committee releases update of state open government guide

July 28, 2006

The Reporters Committee for Freedom of the Press is pleased to announce the release of a new edition of our comprehensive guide to open government laws in the 50 states and the District of Columbia. The guide is available for free on the Reporters Committee's Web site (www.rcfp.org/ogg), and is also available for purchase.

The Fifth Edition of the guide is the first under the new name -- the Open Government Guide. The guide was formerly titled Tapping Officials' Secrets.

The updated compendium -- a collection of easy-to-maneuver outlines addressing key components of open records and open meetings laws -- builds upon the previous editions and adds an emphasis on the difficulties accessing certain information due to privacy and national security concerns arising in the post-9/11 era.

"The compendium of open meeting and open records laws is the cornerstone of our services to reporters trying to make sure that public information flows to citizens," said Lucy A. Dalglish, Executive Director of the Reporters Committee. "We hope it gets frequent use in every newsroom in America."

Authors of each state outline are open government experts whose law practices often include access issues and who have usually worked on the previous editions.

The Open Government Guide is available for purchase, either as one bound volume or in individual state booklets (see www.rcfp.org/orderform).

To remove your address from this list, send email to newsreleases-request@reporterscommittee.org with only the word unsubscribe in the subject line.
MEMORANDUM

DATE: August 8, 2006
FROM: Chris Vachon, Associate Executive Director
SUBJ: CONVENTION UPDATE
FOR: Board of Directors

Convention 2006

➤ Registration Numbers
- 617 people registered as of 8/8/06 (this number is on track — at this point in the process last year, we had 600 people)
- 840 attendees at the Convention 05
- 914 attendees at the Convention 04
- 584 attendees at the Convention 03
- 607 attendees at the Convention 02

➤ Web site
- This year’s convention pages were more robust than past years
- The online registration form continues to be utilized heavily

➤ Pre-Convention Workshops
- This year we increased our offerings from 3 programs to 5 programs at $25/program. Our assessment is that we need to keep it to 3 programs.

➤ Call for Programs
- We received 100 proposals for the 64 professional development slots. Besides the great response and the high quality of the proposals, this process also allowed us to market early and to be more organized with our professional development offerings.

➤ Exhibitors
- We had better success this year in attracting exhibitors — we have 25 exhibitors secured.

Convention 2007
- October 4-7
- Hyatt Regency Capitol Hill
- Call for Programs being announced in September; due date for program proposals will be in December
- Meeting with HQ & DC chapter held in July 06
MEMORANDUM

DATE: August 7, 2006
SUBJ: SPJ DIVERSITY GRANTS
FR: Sally Lehman, SPJ Diversity Chair
FOR: Sigma Delta Chi Foundation Board of Directors

Dear Board Members:

Thanks for your confidence and encouragement. I have some exciting progress to report this year:

DIVERSITY LEADERSHIP PROGRAM. This year-long leadership and mentoring program aims to develop more diversity within our national leadership ranks by tapping SPJ leaders of color, then giving them support to become active at the national level. Six fellows attended the convention last year under the program; six more begin their participation this week.

Last year's fellows have really delivered for SPJ.

Holly Edgell, Missouri School of Journalism, is running for a board seat. She has worked diligently on SPJ outreach to NABJ, helped to organize her regional and collaborated with Mark Scarp on broadcast outreach for the membership committee.

Curtis Lawrence, Columbia College, planned a fellows reunion, helped set up an investigative reporting session for fellows, organized a convention panel and is working on a high school journalism diversity project. He helped judge the MOE awards and is active on the diversity committee.

Bonnie Davis, Virginia Commonwealth University, served as associate director for an urban journalism workshop for high school students, organized a cross-cultural communication workshop for SPJ and NABJ members, and coordinated a convention panel on challenges faced by young news managers. She judged a Sigma Delta Chi category.

Pueng Vongs served as treasurer of the Northern California chapter and is now vice president. She has helped lead many chapter-level projects, organized a convention panel and is working on an ethnic media FOI training, described below. She is active on the diversity committee. She helped judge the Green Eyeshade awards.

Meena Thiruvengadam volunteered for the audit and FOI committees. She was a Sigma Delta Chi and an MOE judge.
Felisa Cardona is on the ad hoc committee. Felisa also helped put on her regional conference in Colorado and moderated panels, including one on age differences in the newsroom. She judged a Sigma Delta Chi category.

Several fellows developed cross-organizational events with UNITY member groups. Fellows each were assigned to a national committee.

We have an exciting training arranged this year at the convention, including an investigative reporting session at the Chicago Reporter, a mentoring workshop by Center for the Integration and Improvement of Journalism Director Cristina Azocar, and an organizing and leadership training by Applied Research Center’s Josina Morita. We’re transitioning into a cross-coaching partnership, so both “coaches” and “fellows” will be participating in training.

The fellows’ reunion, organized by Curtis Lawrence, will take place at the Negro League Cafe in Chicago’s Bronzeville neighborhood. The Bronzeville neighborhood, the stopping point for many African Americans who came to Chicago during the Great Migration, plays an important part in Chicago’s history. The neighborhood is currently experiencing a cultural renaissance.
RAINBOW SOURCEBOOK AND DIVERSITY TOOLBOX.
Headquarters staff designed a new section for the web site to highlight the “Get to the Source” teaching module on diverse sourcing. They timed it to AEJMC and put out a press advisory to universities and advisors. This resource is now availableelectronically and professors can download a copy for classroom use. I promoted the teaching guide at AEJMC and talked up the Sourcebook and Toolbox at NAHJ. People are very enthusiastic about the Sourcebook, and I even met a journalist in Bosnia-Herzegovina who is using it!

We have three new Whole Story tips and tools lined up, with one ready to go out to the full membership this month. These offer coverage strategies and point readers to our Rainbow Sourcebook and Diversity Toolbox.

We have hired a researcher to add sourcebook listings and update others. Once this process is complete, I hope we can redesign the user interface to make searches easier. This needs the attention of headquarters staff.

Next year we will focus on updating the listings, improving the interface, and continuing outreach through the Whole Story and other means. Once the update is complete we will be positioned to advertise this comprehensive resource in journalism publications.

Word is spreading about this excellent tool—we just need to keep it fresh, continue to expand it, and promote it.

Thanks for your continued support.

Yours,
Sally Lehrman
MEMORANDUM

DATE: August 7 2006
SUBJ: SIGMA DELTA CHI AWARDS
FOR: Sigma Delta Chi Foundation Board of Directors

2005 Sigma Delta Chi Awards DVD Grant Update

In May 2005, the Foundation awarded SPJ a grant to develop a DVD-ROM of the work of the 2005 Sigma Delta Chi Award winners. The award recipients were selected in April 2006, and the DVD development process began.

The DVDs have been compiled and designed and are in production at this moment. We plan to have them available at the 2006 SPJ Convention & National Journalism Conference this weekend. These interactive DVD-ROMs are designed to play in a Mac or Windows-based computer (not a home DVD player).

The DVD contains an introduction to SPJ and the awards program. The main section of the DVD contains the work of the award winners. Each category contains an introduction to the work; the actual winning work; a biography of the winner(s); and a question and answer interview with the winner(s).

Printed work is viewable either by a PDF of the printed page or in a Word document. Radio entries include audio of the work, and television entries include video. Whenever possible, the complete work is included. In some cases (due to the volume of the entry or copyright issues), the work was excerpted.

The project was created in a manner that should be easily transferable to the Web, making it more widely available. A mechanism also was created to add additional years’ work to the Web version of the files.

These DVDs will be provided to all award winners. SPJ also plans to distribute them to a targeted list of industry and newsroom leaders. A limited amount of the DVDs will be available for general sale.

The majority of the DVDs will be used as an incentive for membership renewal. We believe this is a valuable opportunity to provide educational resources and to grow SPJ’s professional member retention rate. Anyone interested in learning more about great journalism will be able to learn by studying these works and hearing from the journalists involved about the challenges and triumphs of their projects.
Because expenses for this project are just now beginning to be incurred, a complete financial reporting will be provided for the spring 2007 board of directors meeting.

**Future Plans**
Throughout the fall, SPJ will closely monitor the promotion of this resource and the interest in it. In December, we will review retention rate of those professional members up for renewal during the previous three months.

If we are convinced the program has the intended benefit, SPJ intends to seek adequate funding to continue the DVD project for the coming year.

We are excited about this project and look forward to your comments.
Sigma Delta Chi Foundation  
Society of Professional Journalists  
3909 North Meridian Street  
Indianapolis, IN 46208  

GRANT REPORT FORM

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<th>ORGANIZATION NAME:</th>
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<tbody>
<tr>
<td>CONTACT PERSON:</td>
<td>Lee B. Becker</td>
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<tr>
<td>ADDRESS:</td>
<td>Cox Center, Grady College, University of Georgia, Athens, GA 30602-3019 120 Hoover St.</td>
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<td>PHONE:</td>
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<td>PROJECT TITLE:</td>
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CHECK ONE       __ INTERIM REPORT       ___ FINAL REPORT

The Sigma Delta Chi Foundation aims to advance journalism through its grants program. The following questions are intended to measure the impact of SDX Foundation funds through the work performed as a result of this particular grant. Please be as candid, reflective and succinct as possible. The SDX Foundation wants to know about successes, challenges, and difficulties. Please respond to the questions below and return to the Foundation as your completed report.

Mail to:  Grants Reports  
          SDX Foundation  
          3909 N. Meridian Street  
          Indianapolis, IN 46208

Please address questions to Julie Grimes, associate executive director, at 317-927-8000, ext. 216 or via e-mail at jgrimes@spj.org.

Certification

I/we certify that the attached report represents all financial and programmatic activity related to the receipt and use of funds granted by the Sigma Delta Chi Foundation for this grant received during FY 2005-06.

__________________________  July 21, 2006
Signature(s)                                    Date
I. Participation (Please complete if relevant to the project)

- 8,439 No. students
- 0 No. professionals
- 462 No. non-journalists (administrators)

- 8,905 Total participants

Returns were received from

- 2,754 No. students
- 0 No. professionals
- 458 No. non-journalists (administrators of active programs)

- 3,212 Total participants

If known, provide the following information:

- 1,911 No. women (of the 2,555 usable returns in the Graduate Survey)
- 470 No. minorities (of the 2,555 usable returns in the Graduate Survey)
- 125 No. SPJ members (of the 2,555 usable returns in the Graduate Survey)

[The Enrollment Survey does not include measures of these characteristics.]

II. Goals

Referring to your proposal, list the goals and objectives of the grant and tell how they are being met? Please include specific outcomes or progress toward outcomes.

This proposal called for the Society of Professional Journalists and the Sigma Delta Chi (SDX) Foundation to become a sponsor of the *Annual Surveys of Journalism & Mass Communication*.

In all correspondence associated with the *Annual Surveys of Journalism & Mass Communication* produced since Sept. 1, 2005, Sigma Delta Chi Foundation of the Society of Professional Journalists has been listed as a sponsor. This includes copies of letters sent to 8,443 graduates of a sample of 91 journalism and mass communication programs around the country and copies of letters sent to administrators of all 462 journalism and mass communication programs in the country.

Copies of this correspondence were included in the Interim Report and are not attached here. Four reports from the project will be released at the annual conference of the Association for Education in Journalism and Mass Communication in San Francisco.
from August 2-5. The cover of each of these reports lists the Sigma Delta Chi Foundation of the Society of Professional Journalists as a project sponsor.

In addition, preliminary results from the Graduate Survey have been released to *Quill* prior to the release of the surveys at the August meeting.

III. Outcomes (use additional paper if necessary)

1. Describe how the grant benefited your organization’s internal structure and/or external constituencies.

The grant contributed to the overall budget of the project. Because of the grant and the funds from other organizations, we were able to field the graduate and enrollment surveys, thereby gathering data of value to the field of journalism.

2. Describe how success is measured (what data are being used, etc.)

The key activities of the Annuals Surveys of Journalism & Mass Communication are the gathering and dissemination of information. The information is gathered through two surveys, one of graduates of journalism and mass communication programs in the U.S. and the other through a survey of administrators of journalism and mass communication programs. One standard criterion for success of surveys is the return rate. The return rate for the graduate survey was 35%, and the return rate for the enrollment survey was 100%. The former is high for mail surveys. A successful census is extremely rare.

The Association for Education in Journalism and Mass Communication has once again granted a special session for release of the results from the two surveys. Such a session is increasingly difficult to obtain; the sessions has been set aside because the organization recognizes the importance of the surveys.

The results will be distributed via the web site of Annual Surveys. A press release on the session at the AEJMC meeting is being prepared.

3. Have there been challenges to completing the stated objectives?

It is extremely difficult to obtain cooperation of graduates, many of whom have moved from the address provided by their universities. We are always exploring alternative ways to encourage response. Many administrators also do not respond to the Enrollment Survey. We had to contact nearly 200 of the
458 this year by telephone since they did not complete the instrument after four mailings. Completion rates will continue to be a challenge the survey project must face.

4. Describe the program’s strengths and weaknesses.

This project is unique. No other organization provides data on the experiences of graduates of journalism and mass communication programs or on enrollments in those programs. The project also has a long history now under the direction of the same person and with the same methodology. As a result, we have comparable data that allow us to examine trends across nearly 20 years.

One weakness of the Graduate Survey is that the graduates are followed for only one year. A tracking study would be helpful, but it is extremely expensive, and no funder interested in providing money for such a project has been found.

5. Make any additional comments or information

Data from the Annual Surveys were used prominently in a business page story in The New York Times in May of the year. Following this story, I have been contacted by journalists from major outlets around the country. The Annual Surveys are probably more visible now than at any point in their history.

IV. Attachments

1. A detailed income/expense statement

A copy is attached.

2. Copies of any publicity or press coverage about the program.

A copy of The New York Times article mentioned is attached.

3. Any supplementary material you believe will interest the Foundation

Copies of reports from the August 4, 2006, session at AEJMC will be provided to the Foundation representative at that session.
4. Any photographs of program activities, quotes or anecdotal information that would support the program (For example, a “human interest story” that illustrates the success of the program) Provision of these documents implies that they may be used by the Sigma Delta Chi Foundation for promotional purposes.

Quotes from students are included in the report.

5. Copy(ies) of final product if applicable.

These will be provided at the session of the AEIMC conference as noted above.
### Annual Survey Spending September 1, 2005-June 30, 2006

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Note: Budget does not include any overhead, or any salary or travel for the Principal Investigator.
Hot on the Trail Of Consumers

In Japan, A Provider Of Cable Ups the Ante

By KEN BELSON

TOKYO — The Japanese are among the most avid television watchers on earth, yet most are still pulling their favorite shows out of the air. Just one in five homes here subscribes to a cable or satellite service.

Jupiter Telecommunications, the nation’s biggest cable provider, is out to change that. Jupiter, which sells services under the brand name J:COM, has been aggressively signing up customers for its television, broadband lines and digital phones — even going so far as to pitch its wares door to door.

In March, J:COM also started selling mobile phone service, an offering that American cable companies like Comcast are only just developing.

This “grand slam” bundle has made J:COM the company to beat in Japan and is typical of how the company’s American owners — led by cable tycoon John C. Malone — are setting the pace in Japan.
The networks are recognizing that one way people are consuming television is changing, and the money is going to follow that," said Joe Mandese, editor of MediaPost in New York, an online and print trade publication, adding that this upfront could well be "a watershed." The annual event, which dates back decades, is known as the upfront because the negotiations between the buyers and the network sellers take place in the spring, ahead of the fall TV season. The 2006 upfront starts today, with the presentation of the NBC primetime lineup, and continues through Thursday. After the unveiling of the schedules, bargaining begins over how much the advertisers will pay as well as what shows they will sponsor or jump. But the rapid migration of TV shows off TV and onto Web sites, iPods, cellphones and other fledging venues is shaking up the conventions of this year's upfront market. "How is this upfront different from the past two decades?" Mandese said. "We're seeing a much more fragmented marketplace." The networks are also facing increasing competition from cable, satellite and Internet services. "The networks are recognizing that one way people are consuming television is changing, and the money is going to follow that," said Joe Mandese, editor of MediaPost in New York, an online and print trade publication, adding that this upfront could well be "a watershed." The annual event, which dates back decades, is known as the upfront because the negotiations between the buyers and the network sellers take place in the spring, ahead of the fall TV season. The 2006 upfront starts today, with the presentation of the NBC primetime lineup, and continues through Thursday. After the unveiling of the schedules, bargaining begins over how much the advertisers will pay as well as what shows they will sponsor or jump. But the rapid migration of TV shows off TV and onto Web sites, iPods, cellphones and other fledging venues is shaking up the conventions of this year's upfront market. "How is this upfront different from the past two decades?" Mandese said. "We're seeing a much more fragmented marketplace." The networks are also facing increasing competition from cable, satellite and Internet services.

Times Are Tough for News Media, but Journalism Schools Are Still Booming

By KATHARINE Q. SEELYE
COLUMBIA, Mo. — These are tough times for journalism. The newspaper industry cut more than 2,000 jobs last year as it continued to lose readers and advertisers to the Internet. Network newscasts are being propped up by older viewers and continue to lose share to cable. Regular reports of ethical breaches are undermining public trust in all news organizations, bloggers accuse the mainstream media of being arrogant and clueless, and Wall Street expresses little confidence in its financial future.

But there is one corner of the profession still enjoying a boom: journalism schools. Demand for seats in the nation's journalism schools and programs remains robust, and those schools and programs are expanding. This month, they will churn out more graduates than ever into a job market that is perhaps more welcoming to entry-level multimedia-journalists than is to Veterans who began their careers hunting and pecking on Olivetti typewriters.

"If you've got the skills, the jobs are there," Diego Sorbara, who is graduating shortly from the Missouri School of Journalism here, said with the confidence of a 22-year-old who has lined up two jobs, first as a copy editor at The Milwaukee Journal-Sentinel this summer, then as a copy editor and page designer at The Rocky Mountain News.

"Newspaper people are too pessimistic," he said. "Part of the nature of journalism is to adapt to your surroundings. We can't all stay in our ruts. If you get into this whole spiral of 'What is this, the industry is going down, then it will go down,'" said Michele Steele, 27, who is graduating from the Missouri School of Journalism here, with the confidence of a 22-year-old who has lined up two jobs, first as a copy editor at The Milwaukee Journal-Sentinel this summer, then as a copy editor and page designer at The Rocky Mountain News.

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Tough Times for the Media, But Not Journalism Schools

Continued From First Business Page

In addition to such established schools, other new options are arising. Steven Brill, the founder of the American Lawyer and Court TV, and his wife, Gail, plan an August launch earlier this year for a new journalism program at Yale. And the City University of New York, opening a Web site this fall, opened the Graduate School of Journalism in September. It is even reclaiming an old media landmark, the New York Herald Tribune building in Midtown Manhattan.

In 2004, the latest year for which there are comprehensive statistics, journalism enrollments in more than 400 journalism and mass communications programs across the country increased 3.2 percent over the previous year, marking the 11th consecutive year of growth. The figures are compiled by a team led by Lee B. Becker, a professor in the Grady College of Journalism and Mass Communication at the University of Georgia, who has surveyed journalism enrollments and the job market for two decades.

"There is now evidence of a small yet steady rise in these discussions about gloom and doom in the industry, and particularly the newspaper industry, are having any adverse affect on enrollments," Mr. Becker said, although his survey showed a slowing of the growth since 2000.

"Students are interested in writing," he said. "They've become interested in the broader context of what the media are, and what role they play in society, and the role of the things that drive them, not just about how to get into a job and deal with a stockbroker's revolt."

"Students are also driven by the very changes that are occurring in the field. For example, not so many students are taking the old model. For a long time, many did not read the print version of newspapers. As Danilo Boccas, 22, who is graduating in May at Montclair State University, put it: 'I don't pick up a newspaper unless it's in front of an TV.'" For the latest news, he logs onto his computer, where he spends three hours daily.

Today's students have grown up in the Internet and with the ability to access real-time information. That is more than a comfort level with things that newspapers are just discovering, like blogs, podcasts and video clips.

"This is a new generation in journalism," said Steven Brill, the founder of the American Lawyer and Court TV. "This is a new generation in journalism, and it is a new generation in journalism schools."
Sigma Delta Chi Foundation
2006 Plan of Work

EXECUTIVE COMMITTEE
Committee Chair: Todd Gillman
Committee Members: Betsy Ashton, Howard Dubin, Steve Geimann, Todd Gillman, Sue Porter, David Carlson

1. Work with SPJ to implement new revenue streams. The topic has been discussed before, but it needs to be addressed with greater resolve.
2. Work with SPJ to identify “signature” SPJ and SDX Foundation programs that should be earmarked for endowment. Create a multiple-year strategic plan for implementation of development campaigns.
3. Hire PR/marketing professional. The need for this staff position was identified by the 2004 POW. The proposal will be discussed at the convention; a full-time position may be created to handle both SPJ and SDX needs. If not, a part-time person will be hired for the SDX Foundation.

COMMUNICATIONS
Committee Chair: Steve Geimann
Committee Members: Ann Augherton, Bruce Cadwallader, Steve Geimann, Mead Loop, Tony Mauro, Christine Tatum

1. Update Web site
2. Prepare annual report
3. Seek ways to maximize the distribution of the Foundation’s annual report.
4. Expand Quill presence
5. Promote the Foundation’s awards programs
6. Develop editorial writing content for Web site. This will be used to spotlight the topic of editorial writing and feature the work of the Foundation’s editorial fellows.
7. Explore syndication of editorial fellows’ work
8. Promote other programs/projects
9. Coordinate with SPJ on communications strategy
10. Keep SDX Foundation handbook current
11. Assist with news releases, promotional materials
12. Identify new ways to promote the SDX Foundation through Internet
*** FINAL ***

PROJECTS
Committee Chair: Fred Brown
Committee Co-Chair: Al Cross
Committee Members: Al Cross, Fred Brown, Bill Ketter, Dori Maynard, Jane Kirtley, Ken Bunting, Robert Leger

1. Research feasibility of database of professional journalists (Howard Dubin’s suggestion)
2. Maintain at least one SPJ board member to the Projects Committee to further the committee’s goal of collaborating with SPJ on signature projects.
3. Assist with and monitor progress of the Ethics Campaign.
4. Assist with and monitor progress of the development of a Speaker’s Bureau.
5. Assist with and monitor progress of the development of a database of contact information for journalists.
6. Continue discussion of a project that would educate the public on how to better access the media (how best to bring questions, complaints or comments to members of the news media).
7. Continue research about a mentoring program for early career journalists.
8. Develop proposals for projects that further SPJ and SDX Foundation goals, bringing those proposals before the board at the spring meeting. Those proposals should then be finalized and brought to the board in the fall for final approval of funding/implementation.

GOVERNANCE/MISSION
Committee Chair: Kelly Hawes
Committee Members: Kelly Hawes, Mac McKerral, Sue Porter

1. Prepare bylaws change that reflects the grant proposal policy approved by the board of directors during the Fall 2005 board of directors meeting.
2. Examine organizing documents of the foundation and most recent two years of IRS Form 990 and other legal documents.
3. Track terms of SDX Foundation board members.
4. Solicit candidates for board seats and officer positions as they come open.
5. Review short- and long-term planning for the foundation, including a review of the annual plan of work.
6. Review Relationship Statement between the SDX Foundation and SPJ when necessary.
GRANTS AND AWARDS
Committee Chair: Georgiana Vines
Committee Co-Chair: Mead Loop
Committee Members: David Carlson, Al Cross, Robert Leger, Hoag Levins, Mead Loop,
Georgiana Vines

1. Review grant requests and establish funding priorities in collaboration with Finance Committee.
2. Develop standard reporting mechanism for SDX Foundation grant awardees. (Staff will do research looking for some "boilerplate" forms and work with the committee on this item.)

FINANCE
Committee Chair: Howard Dubin
Committee Members: Betsy Ashton, Howard Dubin, Mac McKerral, Todd Gillman

1. Establish funding philosophy and/or allocation of resources (per Courier Report)
2. Oversee SDX Foundation request to SPJ for examination and implementation of new revenue streams.

DEVELOPMENT
Committee Chair: Betsy Ashton
Committee Members: Betsy Ashton, Irwin Gratz, Ruth Ann Harnisch, Russell Pulliam

1. Create and facilitate short-term and long-range development plans
2. Encourage board commitment to Foundation giving
3. Examine and report on the feasibility of an annual development event honoring a newsmaker who has achieved greatness in journalism.
4. Advise/assist with annual report
5. Annual fund
6. Planned giving
7. Marketing pieces with invoices
8. Stretch goals: (possibly: endow Scripps Leadership Training program; professional development programming; SPJ annual convention; signature programs identified by Projects Committee and approved by the board for this)
9. Work with Communications Committee on greater presence in Quill and elsewhere
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE MEETING
NOVEMBER 18, 2006
DENVER, COLORADO

1. Call to Order – Tatum

2. Roll Call – Aeikens
   a. Tatum
   b. Brewer
   c. Aeikens
   d. Carlson
   e. Loop
   f. Roth
   g. Isaacs
   h. Harper
   i. Vachon
   j. Grimes
   k. Skeel
   l. O’Keefe

3. Approval of Minutes
   a. Executive Committee Meeting, June 17, 2006
   b. Executive Committee Meeting, November 8, 2006

4. President’s Report – Tatum
   a. Legal Network update
   b. Committee Structure and Responsibilities

5. Executive Director’s Report – Harper
   a. Staff Updates
   b. Legal insurance for individuals

6. Membership
   a. Hoke Update
   b. Dues structure – Tatum
   c. National Arab American Journalists Association proposal – Tatum

7. Digital Quill – Skeel

8. Web Site Update – O’Keefe

9. Review of SDX Foundation Grant Requests from SPJ Committees
   a. Diversity: Diversity Outreach renewal
   b. Diversity/FOI: FOI Training for Ethnic and Community Media
   c. FOI: Dirty Dozen research
   d. FOI: Talking Circle Reborn: FOI in Indian Country

10. Discussion: Should SPJ Respond to Media Consolidation/Loss of Journalism Jobs?

11. Challenge Fund for Journalism III Update – Grimes

12. New Business

13. Adjourn
MEETING CALLED TO ORDER
With President David Carlson presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:12 a.m. on Saturday, June 17, 2006, in the offices of the San Francisco Chronicle in San Francisco, Calif.

ROLL CALL
In addition to President Carlson, the following were in attendance: President-elect Christine Tatum; Secretary-Treasurer Bruce Cadwallader; Vice President for Campus Chapter Affairs Mead Loop; Immediate Past President Irwin Gratzi; Region 12 Director Clint Brewer; Executive Director Terry Harper; Associate Executive Director Chris Vachon and Associate Executive Director of the Sigma Delta Chi Foundation Julie Grimes. Guests included former board member Jim Parker, student representative Adrian Uribarri and several members of the Northern California Pro Chapter including Peter Sussmann, Linda Jue, Peung Vongs, Michael Stoll and Diane Keaton.

APPROVAL OF MINUTES
Upon proper motion and second by Gratzi and Cadwallader, respectively, the committee approved as presented the minutes of its January 14, 2006, meeting in Memphis, Tenn.

VOTING PROCEDURES FOR ONE-MEMBER, ONE-VOTE AMENDMENT
The committee reviewed a memo from Bylaws Committee Chairman Bill McCloskey and discussed the following:
- A point of clarification that “one-member, one-vote” applies only to officer elections. The delegate system will apply in all other instances.
- The committee agreed to rename this the “officer election procedures” to make clear its purpose.
- The committee decided that candidate speeches will be given at the Friday morning business session beginning at 7:45 a.m. Delegates and candidates need to be educated about this change.

CHANGES TO THE MARK OF EXCELLENCE AWARDS
The committee reviewed a memo from Awards & Honors Committee Chairman Guy Baehr regarding changes to the Mark of Excellence Awards contest. The committee also reviewed information opposing the proposed changes. It was the sense of the committee that the alternative set of proposals contained in Baehr’s memo was the appropriate course of action.

Upon proper motion and second by Cadwallader and Loop, respectively, the committee adopted the alternative set of proposals, including the amplifications listed below. The changes will be reviewed with the full board in August.

The alternative set of proposals is attached to these minutes as Exhibit A.

Amplifications to alternative set of proposals:
- The Regional Director is responsible for the MOE awards program even if an awards chair is not identified.
- The $300 will not go to the Regional Director — only to the awards chair.
- Additionally, the awards chair will receive a complimentary one-year membership.
Hiring Procedure at Headquarters
It was discussed that some members had complained that a recent position filled on the Headquarters staff was not posted to the entire membership. It was the sense of the board that all available jobs at the Headquarters should be communicated to members of the Society. Harper noted his objection to the adoption of such a policy as impeding his ability to effectively manage the hiring process.

Upon proper motion and second by Gratz and Cadwallader, respectively, the committee directed Harper to make members aware of all available positions at the Headquarters by posting the openings on the Web site and via E-mail.

Statewide Chapters
The committee discussed the concept of statewide chapters. It was decided that statewide chapters would be put on the agenda for the August board of directors meeting.

Convention Registration for Speakers
It was moved and seconded by Gratz and Cadwallader, respectively, to adopt a policy that would provide complimentary registrations to all convention speakers. There was a brief discussion about whether the provision of complimentary registrations was impacting participation by high-profile speakers. Staff assured the committee it was not. The motion was withdrawn.

Students Affected by Hurricane Katrina
The committee reviewed a letter from Sherry Alexander, adviser to the campus chapter at Loyola University in New Orleans. The letter described the still-challenging situation in the area due to the aftereffects of Hurricane Katrina. Alexander requested special dispensation for the chapter and others affected by Hurricane Katrina. The following action was taken:

Upon proper motion and second by Brewer and Tatum, respectively, the committee voted to extend the memberships of any students and advisers impacted by Katrina in Louisiana and Mississippi.

Upon proper motion and second by Brewer and Tatum, respectively, the committee voted to provide two complimentary 2006 convention registrations (one student and one adviser) for Loyola University.

Chapter Requests
The committee reviewed requests from two professional and two campus organizations and took the following action:

Upon proper motion and second by Tatum and Gratz, respectively, the committee granted provisional status to Snake River Pro Chapter.

Upon proper motion and second by Tatum and Loop, respectively, the committee reactivated the Southern Arizona Pro Chapter.

Upon proper motion and second by Tatum and Cadwallader, respectively, the committee reactivated the Bowling Green State University Chapter.

Upon proper motion and second by Cadwallader and Brewer, respectively, the committee granted a charter to the University of Idaho Chapter.
**DIALOGUE WITH NORCAL CHAPTER**
Representatives from the chapter met with the Executive Committee to express their concerns about some of the positions the Society has taken recently that the chapter feels are not reflective of its membership. Peter Sussman also raised some concerns about Quill magazine.

**SPJ DOCUMENTARY**
As a result of the RFP to develop a documentary film about SPJ, a proposal was received from Shepherd University. The committee compared the information from Shepherd against the information already in hand from the University of Florida.

Upon proper motion and second by Tatum and Loop, respectively, the committee reaffirmed the board’s April 22 decision to move forward on the project with the University of Florida, pending the execution of an agreement between the university and SPJ. Carlson recused himself from the discussion and vote.

**AWARDS**
The following awards were made by the executive committee:

- **David L. Eshelman Outstanding Campus Adviser**: No winner chosen.
- **Distinguished Teaching in Journalism**: Upon proper motion and second by Loop and Gratz, respectively, the committee selected Gaylon Murray, Grambling State University.
- **Ethics in Journalism**: Upon proper motion and second by Loop and Gratz, respectively, the committee selected Allan M. Siegal, *The New York Times*.
- **Fellows of the Society**: Upon proper motion and second by Brewer and Tatum, respectively, the committee selected Sandy Close, California New Media; Reginald Stuart, past SPJ president and Knight Ridder corporate recruiter; and Ben Bagdikian, longtime journalist and author of *The New Media Monopoly*.
- **First Amendment**: Upon proper motion and second by Tatum and Gratz, respectively, the committee selected Tom Curley, The Associated Press.
- **Helen Thomas Lifetime Achievement**: Upon proper motion and second by Tatum and Loop, respectively, the committee selected Stan Chambers, longtime anchor at KTLA Los Angeles.
- **Historic Site in Journalism**: None selected
- **Howard S. Dubin Outstanding Pro Member**: Upon proper motion and second by Cadwallader and Tatum, respectively, the committee selected Emil Dansker, Queen City Pro Chapter.
- **Julie Galvan Outstanding Graduate in Journalism**: Upon proper motion and second by Loop and Gratz, respectively, the committee selected Renee DeLuca, University of Maryland.
- **Regional Director of the Year**: Upon proper motion and second by Brewer and Gratz, respectively, the committee selected Carl Corry, Region 1.
- **Sunshine**: Upon proper motion and second by Loop and Tatum, respectively, the committee selected Ryan Nees, Western High School, Russiaville, Ind.; Nancy Conway, Salt Lake Tribune; and John Hughes, Desert Morning News.

**WELLS MEMORIAL KEY AND ADJOURNMENT**
The meeting of the executive committee adjourned at 4:30 p.m. on Saturday, June 17, 2006, so that the officers of the Society could move into closed session to select the 2006 recipient of the Wells Memorial Key.
EXHIBIT A

Mark of Excellence Awards
Alternative Set of Proposals

1. Immediately reduce the number of categories in the MOE contest to 39 from the current 43 by combining seven existing categories into three:

Combination #1 – The category “Best All-Around Non-Daily Student Newspaper published 2-3 times per week” would be merged with the category “Best All-Around Non-Daily Student Newspaper published no more than once a week” to create one category called “Best All-Around Non-Daily Student Newspaper.”

In 17 cases, one or the other category has three or fewer entries in a region. In half the regions, neither category exceeds three entries. The weaker of the two, “Non-Daily 2-3 times a week,” had three or fewer entries in all but one region. Combining the categories would strengthen both while preserving the distinction between daily and non-daily papers.

Combination #2 – The category “Best All-Around Student Magazine published once a year” would be combined with the category “Best All-Around Student magazine published more than once a year” to create one category called “Best Student Magazine.”

In 12 cases (out of 24), regional judges had one or zero entries to choose from. In only one case out of the 24 did regional judges have more than three entries to choose from. Combining these categories would strengthen both without putting entrants in either category at an obvious disadvantage.

Combination #3 – The categories "Best Online Newspaper," "Best Online Magazine" and "Best Online Broadcast Station" would be merged into one category to be called "Best Affiliated Website."

In 33 cases (out of 36), regional judges had one or zero entries to choose from in these categories. Combining the three categories would create a single category that would be stronger and more competitive without excluding any current entrants.

The key criteria, besides overall excellence, would be making good use of both the resources of the affiliated print or broadcast news organization and fully exploiting the online medium to add value and audience. That's the challenge for all affiliated online operations no matter whether they're affiliated with newspapers, magazines, radio stations or TV stations. That would give the category the needed intellectual coherence and logic so that judges could find valid common points of comparison. (We would retain the "Best Online Independent Publication" category because the challenges for a stand-alone online publication are significantly different than for an affiliated website. In addition, that category is already stronger than the other three categories and is showing better growth.)

Merging these categories would follow a successful pattern.

As a result of suggestions from Deb Hurley and others, for this year’s MOE we merged the “Television Daily Newscast” category, which had had seven entries the previous year, with the “Television Non-Daily Newscast” category, which had 24 entries. The result: We had a total of 41 entries in the combined “Television Newscast” category. (I did get at least one complaint from a non-daily station manager, eased somewhat after he found his station had placed first in his region).
In a similar vein, we changed the "Radio Daily News cast" category to "Radio Newscast." Allowing non-daily newscasts to enter increased the number of entries to 15 from the previous 11. (Another successful change in the radio category, sparked as response to a suggestion by Sue Kopen Katcev, came when we broadened the "Radio Spot News" category into "Radio News." That doubled the number of entries from 23 to 45.

2. Create a new position called Regional MOE Chair in each of the regions. The Regional MOE Chairs would take on the MOE duties now performed by the Regional Director.

This proposal would deal directly with the problem faced by Regional Directors trying to cope with the administrative burden created by the MOE contest's significant growth over the last half dozen years. The overall result would be to free Regional Directors for other important tasks, add needed members to the Awards & Honors Committee and improve the administration of the MOE contest.

The Regional MOE Chairs would be recruited and nominated for three-year terms by the Awards & Honors Committee with help from the awards staff in national headquarters, national officers and the Regional Director in each region. Final approval of appointments would be by the national president.

The Regional MOE Chairs would primarily be responsible for lining up judges for reciprocal judging of entries from other regions, coordinating with national headquarters, ensuring that deadlines are met, organizing regional award ceremonies, distributing award certificates and general troubleshooting.

In addition, the Regional MOE Chairs would be responsible for promoting the MOE contest to campus journalism programs, journalism advisers, campus editors and station directors and student journalists in general. They would put special emphasis on seeking entries in categories with relatively few entries.

The Regional MOE Chairs would be encouraged to recruit others to assist them so that each region would have a small Regional MOE Committee from which future Regional MOE Chairs could be recruited.

Finally, the Regional MOE Chairs would automatically become members of a national MOE subcommittee that would be part of the national Awards & Honors Committee. The subcommittee would review each year's MOE results and propose changes in rules, procedures and categories to improve the contest. The committee would also assist in recruiting future Regional MOE Chairs and filling vacancies as they occur.

If approved by the board at the June or August meetings, the Regional MOE Chairs could be recruited, nominated and installed in time for next year's judging.

3. To support the work of the Regional MOE Chairs and their committees each chair would receive a regional expense budget of $300. This would be financed with an 11 percent increase in the MOE contest fees.

In order to recruit Regional MOE Chairs and their committees it is important to cover costs such as postage, mailing, telephone calls, travel to regional conferences and the like. While these costs will vary from region to region, $300 seems like a reasonable allowance to start with. Adjustments can be made in the future as we gain more experience.

The total cost, $3,600, would be more than offset by raising the MOE entry fee to $10 for members and $20 for non-members. Current fees, which have not been raised in several years, are $9 for members and $18 for non-members. About 60 percent of MOE entrants are non-members. Actual revenue from the fee increase is estimated at $5,000.
The remaining $1,400 would be used for targeted marketing efforts to increase entries in weak categories and to hire about 20 hours or temporary help in Indianapolis to allow staff to better handle peak contest workloads.

Based on past experience, this modest 11 percent increase in the contest fee is not likely to reduce the number of entries. At the same time, the additional revenue will go right into improving the quality of the MOW contest, first by helping recruit Regional MOE Chairs and second by helping national better administer and market the contest.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
NOVEMBER 8, 2006
VIA CONFERENCE CALL

CALL TO ORDER
With President-Elect Clint Brewer presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 1:00 p.m. on Wednesday, November 8, 2006 via a telephonic conference call originating in Indianapolis, Indiana. Brewer explained that the purpose of the meeting was to review the Society's audited financial statement and accompanying management letter for the fiscal year ended July 31, 2006.

ROLL CALL
In addition to Brewer, the following members of the Executive Committee were present: Secretary-Treasurer Dave Aeikens; Vice President for Campus Chapter Affairs Mead Loop; and Regional Directors Richard Roth and Nathan Isaacs. Also present were Executive Director Terry Harper; Associate Executive Directors Chris Vachon and Julie Grimes; Controller Jake Koenig; Editor Joe Skeel; and Anita Sherman and Amanda Meko, Greenwald Sponsel & Co.

REVIEW OF AUDITED FINANCIAL STATEMENT
Sherman reported that the auditors had no disagreements with management during the audit and that no adjusting journal entries were necessary. With the committee's approval, the auditors were prepared to issue a clean opinion.

Meko reviewed the Society's statement of activities with the committee, pointing out that the Society had a "break even" year by posting an increase in net assets of $7,635, compared to a decrease of $36,924 in the prior year. She noted that the Society's dues revenue accounted for 29 percent of total revenue, compared to 33 percent in the prior year.

Meko noted that the Society had "spendable" reserves (unrestricted assets less property and equipment) to cover approximately 60 days of operations.

AUDITED FINANCIAL STATEMENT APPROVED
Upon proper motion and second by Roth and Brewer, respectively, the Executive Committee approved unanimously the audited financial statement for the Society of Professional Journalists for the fiscal year ended July 31, 2006.

MEMORANDUM ON INTERNAL CONTROLS
The auditors made three recommendations to improve the Society's internal controls:

- Have the Administrative Assistant maintain a copy of the deposit slip prepared that would matched with the Accounting Manager's bank receipt upon her return from the bank.
- Require a second signatory on checks over a certain amount and have checks that have the policy printed on them.
- Establish a standard accounting and operating procedures manual.
Harper and Koenig reported that the first recommendation was being implemented and that an accounting procedures manual would be drafted by the board’s spring 2007 meeting.

Discussion ensued on the second recommendation regarding a second signatory on checks over a certain amount. Harper and Koenig reported that 96 percent of all checks the Society cut in the past year were less than $4,000. Harper suggested that $10,000 be the threshold for requiring a second signature.

SECOND SIGNATORY REQUIREMENT
Upon proper motion and second by Loop and Aeikens, respectively, the Executive Committee voted unanimously to require that the signatures of the Executive Director and one of the Associate Executive Directors appear on all Society checks of $10,000 or more, and, further, that the all Society checks be imprinted with that requirement.

MEETING ADJOURNED
Upon proper motion and second, the Executive Committee adjourned the meeting at 1:34 p.m. on Wednesday, November 8, 2006.
MEMORANDUM

DATE: November 7, 2006
FROM: Wendy Hoke, Membership Manager
SUBJ: MEMBERSHIP UPDATE
FOR: Executive Committee

In the first six months of 2007, membership will focus on several areas:

Statewide Chapter Development:
After some discussion, we’ve come up with a basic plan for organizing statewide chapters. See attached document for more information. Active statewide development is occurring in South Carolina and Wyoming with some interest in Alabama. Our efforts will be to assist in getting these off the ground and then try to expand to other states in the coming months.

Resources:
A lot of time is spent identifying and developing resources to help chapters with membership recruitment and retention.

Newsroom Trainer Kit — This is a new item we’ve created as part of the Statewide Chapter Development process. This kit includes a letter outlining SPJ’s training opportunities and collaborations in an effort to get those responsible for training to promote membership within their newsroom. The kits contain the following items in SPJ folder and Chicago convention bag:

- SPJ Newsroom Training
- JournalismTraining.org
- Quill magazine Beat Reporting Guide
- Sigma Delta Chi Awards DVD of winners
- SPJ Narrative Writing Workshop
- Save the Date card for specific regional conference
- SPJ National Convention & Journalism Conference / Oct. 4-7 / Washington, D.C.

Welcome to the Pros Kit — I’m in the process of collecting costs and items for this kit, which would be sent to graduating seniors. Here are preliminary costs, though research is continuing on this project.

Number of graduating seniors
9/1/06 — 12/31/06 125
1/1/07 — 6/30/07 546

Need to order average of 750 per year

Kit will contain letter welcoming them to pros and providing SPJ links to help as well as:

- Travel Coffee Mugs with SPJ logo
- Gourmet coffee sample
- SPJ Reporter Notebooks (with Code of Ethics printed)
- Calculator
Will also include info sheets on:

- Managing your day as a cub reporter (time management for reporters, including technological tools and how to structure your day to allow for reporting, writing and editing)
- Understanding municipal and school budgets (where to go for help) — Already have this piece courtesy of Jon Marshall and Medill School.
- Covering cops and courts (basic 101 stuff on developing sources, finding stories beyond police blotter, etc.) Bruce Cadwallader has given permission to use his piece from Beat Reporting issue of Quill magazine.

**SPJ Leading Edge e-Newsletter** — A monthly e-newsletter to provide practical tools and information for chapter leaders that will help them to grow their chapters. Newsletters include online and human resources, membership resources, programming ideas and marketing opportunities.


**Membership Outreach Month:**

An annual national Membership Outreach Month to unite efforts at targeted membership will launch this spring. The idea is for staff to provide resources and timeframe for outreach and for local chapters to identify specific markets to target.

The national SPJ membership outreach month most likely will occur in March or April to coincide with and capitalize on the spring conferences. Staff will provide chapter leaders with a template letter that each chapter can customize as well as overruns of Quill magazine. Chapters need to identify a target audience to try to attract to SPJ membership. I’ve asked them:

- Do you want to hit the major metro daily?
- Are you trying to expand your broadcast membership?
- Do you feel your chapter will be most helpful to outlying daily journalists?
- Are weekly newsrooms a growth area?

**Regular Membership Contact:**

Follow-up emails are sent to all new and renewing members on a weekly basis, providing them with their local chapter contact information. It’s up to each chapter to then follow-up directly with new and renewing members. This personal touch appears to have some positive impact as some renewing members have gone so far as to ask how to get on the local chapter board of directors.

We watch membership numbers carefully. Our biggest concern is learning why people allow membership to lapse. We have taken list of lapsed members and called to learn why they haven’t renewed: Anecdotally, the two most common reasons are 1) “I’ve left the industry” and 2) “I haven’t heard from my local chapter.”

It’s no secret that the industry is cutting and consolidating and that’s having an impact on our numbers. But our goal from an HQ perspective is also to continue to provide the resources to chapters that make membership recruitment and retention a seamless part of their operation.
STATEWIDE CHAPTERS
Process for getting started
10/1/06

Regional Director Responsibilities:

-- Obtain a regional list of members (including national members only) from Erica <estout@spj.org>
-- Cull a list of possible members HQ can contact to lead or assist with the effort; let's also think about engaging students, particularly graduating seniors.
-- Talk to some people in the various areas of the state to find out what are some of the hot-button issues. For example, Holly and I have divided South Carolina into three areas: coastal, mid-state/capital and upstate. The capital area will respond to FOI, the coastal areas are filled with younger journalists who need access to training and the upstate area may respond to our advocacy. This knowledge will help outreach efforts.
-- Outline the kinds of programming resources available. Is there a college in the area or newsroom that can host videoconferencing? Can we set up a Web site, discussion board, etc.?
-- ID state's media outlets and send list to Wendy for targeted mailing.
-- ID notable journalists in state who can champion the effort or serve as kick-off/keynote speaker at events.

Membership Manager Responsibilities:

-- Develop letters under the Regional Director signature that taps into interest areas and sells SPJ.
-- Put various people/members across the state in touch with each other through e-mail introductions and phone calls.
-- Create and supply guidelines to statewide chapter leaders
-- Maintain contact with chapter/state leaders through the process.
-- Supply leaders with resources such as membership applications, brochures, information sheets, Quill, code of ethics cards, Ethics Adviceline cards, mentors, etc.
-- Serve as clearinghouse for how-to info, pointing them to people and resources that can help.
NATIONAL ARAB AMERICAN JOURNALISTS ASSOCIATION

That sounds great Christine ... we have been going around in circles with the Arab Journalism groups for years and have not achieved much ... the idea goes over but everyone is launching their own effort ...

I would just love to see one place where an Arab, Muslim or Middle East journalist could go to network, offer their special journalism talents and experience, and participate int he larger picture ... and if we had a journalism award to encourage Arabs, Muslims and Middle East journalists to seek higher levels of professionalism, that would be even better :) 

It sounds so much more of a better idea than trying to reorganize all the Arab journalists myself ... I'd rather put the effort into helping bring them into SPJ and allow them to contribute and showcase their special talents that come from their experiences

thanks Christine ... let me know what I can do and I'll do it

Ray

************************

From: christinetatum@hotmail.com
To: RayHanania@aol.com
Sent: Wed, 8 Nov 2006 11:07 AM

THIS is PRECISELY what I have been hoping SPJ could do with smaller j-orgs, Ray. This is a FABULOUS IDEA -- so fabulous that I have copied Terry Harper, our executive director, on this note.

You would know that SPJ's executive committee is meeting in Denver later this month. Don't see why I couldn't raise this idea with that group. I bet they, too, would be DELIGHTED to try to build this bridge.

And what we could do, too, is to use that extra $5 to indeed support activities and resources that would benefit those folks specifically -- as well as promote their message to the membership at large. Take, for example, a reception or special workshop at our national conference. Or some sort of special focus during SPJ's spring conferences.

Perhaps we could also get you -- or someone else representing NAAJA -- to blog under the SPJ umbrella. You'll see that we're rolling out blogs left and right these days -- and yours is SO good and already has an audience. We could just begin to promote it heavily from the front of SPJ.org. AND if we're able to place ads on that blog, that money, too, could be funneled back into this section of SPJ's membership.

Wow! You got my wheels turning. Am so excited. What a great team we'd make.
Look forward to seeing Terry's initial thoughts and what he thinks we might need to do so make this "official."

***************

From: RayHanania@aol.com
To: christinetatum@hotmail.com
Date: Wed, 8 Nov 2006 09:49:01 EST

Hey Christine

I'd really like to figure out how to actively engage Arab and Muslim journalists into SPJ ... do you think it is possible to have SPJ adopt NAAJA and add a small $5 fee to the annual SPJ membership

In otherwords, we would direct all Arab American journalists to join the SPJ and for $5 more they would also become members of NAAJA ... you keep the extra cash but use it to maybe create a special listserv, activity or something or use it to cover costs ... I'm not interested in the funds, just bringing Arab Americans together

We have groups all over the country and no one wants to work together

we would still offer them a web page, listserv for discussion networking and also activities but it would be great if we could organize under the SPJ banner, maybe having caucuses at conferences, even establishing a journalism award for NAAJA-SPJ members ...

again, the idea is not money for us, but we would be willing to pay an extra $5 to upgrade our SPJ membership to be members of SPJ and also NAAJA

what do you think ... we really need a journalism contest for our writers, open that would give them some motivation to do good, to brag about, show off and demonstrate their pride :)

By the way, I won the New America Media's Best Ethnic Columnist Award for 2006 ... awards are great for getting attention, but using them to land work is the main goal :)

your friend
Ray Hanania
Sigma Delta Chi Foundation Grant Proposal

SPJ Diversity Outreach Project – Three-Year Renewal Request

Contact information
Society of Professional Journalists, Diversity Committee
Sally Lehrman
Diversity Chair
PO Box 370677, Montara, CA 94037
650-728-8211
650-728-5593
slehrman@bestwrit.com

Abstract / Summary
Each year over three years, leadership grants will offer six journalists of color leadership opportunities and mentoring, as well as bring their expertise to SPJ programming. As in previous years, these journalists will attend the national convention and the equivalent of one-and-a-half days of leadership training that will bookend convention programming. This year we plan to add two to three conference calls bringing the entire group together, and an off-site reunion dinner for fellows, all mentors and all former fellows who would like to attend. Reflecting suggestions in fellow and mentor evaluations, we have added more formal relationship-building, some unstructured time, and outside trainers. We are emphasizing the cross-mentoring aspects so that mentors will directly benefit, too. We also have included a reunion gathering at UNITY 2008 in Chicago. Our fellows have jumped right into national leadership roles, with one running for office last year and most active on national committees. The total project, which lays the groundwork for long-term growth and involvement for 18 fellows and 18 mentors, will cost $44,430 over three years.

Sally Lehrman, SPJ diversity chair, and Curtis Lawrence, 2005-6 Diversity Leadership Fellow, will supervise the project. Lehrman managed the program over the first two years and has managed the development and maintenance of the Rainbow Sourcebook and Diversity Toolbox. Lawrence organized several aspects of the Diversity Leadership Training at the 2006 Convention. SPJ headquarters will disburse the funds and manage the convention end of logistics. This project is relatively easy to implement and support.

Introduction
The Society of Professional Journalists is dedicated to a free press and includes ethics, excellence, diversity and access to information in its mission. Over the past two years, the Diversity Committee has focused on creating projects that can infuse more inclusion and outreach into SPJ mission areas such as FOI training, professional development, and the New America awards. More broadly, the SDX-funded Rainbow Sourcebook and Diversity Toolbox continues to grow, offer accessible tools for journalists, and raise awareness about more inclusive content. As we build all these efforts, it is important to
develop leadership skills and opportunities among journalists of color within SPJ. This training and mentoring program fosters dialogue and education between board members, SPJ committee members and promising Asian, black, Latino and American Indian leaders, building upon and strengthening SPJ’s professional training and leadership base.

Needs assessment
The Sigma Delta Chi Foundation has long supported journalists through its educational efforts. Likewise, the Society of Professional Journalists is founded upon the principle of fostering high standards and ethical behavior through educational and other programs. Our signature diversity project, the SDX-funded Rainbow Sourcebook and Diversity Toolbox, makes it easy for journalists to report more accurately and fairly on the multicultural U.S. population. We continue to offer excellent diversity programming at the national and regional levels. We also have a reputation for outstanding FOI and ethics programming throughout the country.

Despite our efforts, an increasingly important component of the U.S. journalistic enterprise—journalists of color at mainstream and alternative outlets, is poorly represented among our membership and within our leadership. As a result, journalists of color do not fully benefit from access to SPJ education and leadership opportunities. In turn, SPJ members lose the advantage of mingling with and learning from journalists with an expertise in diversity issues, reporting and teaching about multicultural issues, or journalism and journalism training in languages other than English.

While welcoming gestures are important, it is not enough to invite these journalists to our events and to state that we appreciate them. We must actively recruit them and support their participation. The SPJ Diversity Outreach Project supports SDX and SPJ’s educational mission by introducing an important constituency to SPJ’s professional development and leadership opportunities. In addition, the project will enhance SPJ’s diversity education efforts at the national and local levels and among our leadership ranks. These efforts have shown themselves to dovetail nicely with SPJ initiatives to promote the Rainbow Sourcebook and bring professional training to more diverse groups of journalists around the country.

Background
The editorial staffs of newsrooms across the country remain at least 88 percent white, even after a concerted effort by the American Association of Newspaper Editors to recruit more journalists of color. At least 377 U.S. newsrooms, with a combined circulation of more than 4 million, today employ only white, non-Hispanic journalists. These numbers haven’t budged in large part because of the limited opportunities for professional development and advancement that journalists of color often encounter once they’ve taken a job. SPJ is in an excellent position to help solve this problem through its existing leadership ladder and professional development programming.
Four associations do serve journalists of color (NABJ, NAHJ, NAJA, AAJA), along with UNITY, which is an umbrella organization for all four. These groups promote diversity in staffing and fair and accurate content, as well as offer some mentoring programs for their members. But they offer much less of the type of educational workshops and panels for which SPJ has a solid reputation at both national and local levels. They do not have initiatives in freedom of information or access to public documents.

**SPJ**

SPJ has a strong and effective leadership base that provides excellent opportunities for leadership development and mentoring. We also offer strong programming at both national and local levels in all of our mission areas, including diversity. We are increasingly collaborating with the journalist-of-color organizations, the ethnic media, and UNITY. We do not, however, have optimum diversity within our organization’s leadership ranks. This hinders our educational efforts in all subject areas and initiatives because our planning lacks the dimension added by multicultural perspectives.

The U.S. population is about 33 percent Hispanic/Latino, 12 percent African American, 4.3 percent Asian, 2 percent mixed race, and 1 percent American Indian. The United States is expected to lose its European American majority by 2050. Across the country, news outlets and media organizations are taking steps to adjust their work to serve a diverse population.

Our fairly narrow internal demographics also hinder our ability to offer the support, networking and informal mentoring that so often bolster leadership and training efforts. I have not been able to obtain a breakdown on membership, but the demographics of the board highlight the problem.

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1 For the past eight years, our African American directors have been student representatives.
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As of the end of October 2006, office staff also was entirely white, non-Hispanic in a city that is 25 percent African American, about 2 percent Asian, 2 percent mixed race, and 6 percent Hispanic.

**Objectives**

The SPJ Diversity Leadership Grants over the next three years will leverage SPJ’s leadership tradition to offer more journalists of color the chance to develop leadership skills. The grants employ a simple strategy: bring more journalists of color to SPJ national conventions, involve them in leadership within the organization, and provide leadership training, mentoring and support throughout the year. As we build the cross-mentoring aspect, mentors benefit from fellows’ contributions to the initiatives they are working on and feedback on work-related issues. Six journalists and six mentors will participate in the program each year over three years, for a total 36 participants.

The SPJ Diversity Leadership Grants aim to build the contacts, networks and awareness necessary to enable more journalists of color to participate in SPJ and enjoy its professional development resources. It will help build relationships between the associations for journalists of color, the ethnic media associations, UNITY and SPJ, enabling us to raise their overall knowledge about SPJ’s educational programs. By encouraging cooperation, it will enhance efforts of all the involved organizations to support and sustain excellence and diversity in journalism.

An active program in this area is necessary because, as you know, fewer and fewer news organizations each year fund even one staff member’s attendance at the SPJ convention. Even if they do, journalists of color are often last in line to receive the money—sometimes because of lack of seniority, sometimes because of favoritism. Perhaps it is assumed they will instead go to one of the conventions for journalists of color. Whatever the reason, this trend has harmed attendance at SPJ conventions, which in turn hurts our diversity education efforts in general. Most importantly, it robs journalists of color of the chance to build leadership skills through SPJ. Without attending the national convention, they don’t have a chance to meet national leaders, volunteer for national committees, or participate in other ways that eventually can lead to board membership. These leadership opportunities are important ways to build skills increasingly important as journalists attempt to climb the ranks of newspaper management.

**Methodology**

These leadership development grants pay convention travel and registration costs for six journalists of color from the mainstream or alternative media each year for three years. The previous grant funded travel and training for six journalists each year for two years.
We also gathered new and incoming fellows for an informal afternoon at the 2006 AEJMC convention, since so many were there in San Francisco.

Participants will arrive a day early for leadership training in advance of the convention. Mentors are invited to all training sessions. Then fellows will attend whatever convention sessions interest them, join in the Diversity Reception, and meet with the national leadership in one or more forums. Finally, they will sit in on the board meeting that follows the convention, and participate in concluding leadership programming later that morning. Each participant will be paired with an SPJ leader who will become his or her "convention host" and serve as a mentor during the following year. In addition, participants will apply for SPJ national committees or other projects that match their interests and be given tasks to carry out throughout the year. Mentors will remain in contact and the participants will be encouraged to propose at least one panel for the next year's convention. By encouraging more cross-mentoring activity and participation in the training, we expand direct benefits for mentors as well.

Based on feedback from fellows and mentors, we expanded the training portion of the leadership program last year. Training (other than convention events) included:

- **SPJ Ins and Outs** (Julie Grimes)
- **Introduction to Quill** (Joe Skeel)
- **Cross-coaching Basics** (Cristina Azocar)
- **Reunion Dinner** (organized by Curtis Lawrence)
- **Leader Breakfast** (organized by Georgiana Vines)
- **Investigative Racial Justice Stories** (off-site at the Chicago Reporter and sponsored by the Institute for Justice and Journalism)
- **Luncheon with speaker** (Bryan Monroe, president of NABJ and editorial director of Jet and Ebony)
- **Workshop: Incorporating Diversity into Journalism and its Associations** (Venise Wagner)
- **Board of Directors meeting**
- **Racial Justice Organizing and Leadership** (Terry Kelcher and Josina Morita, Applied Research Center)
- **Closing luncheon: Cementing the Relationship** (Deb Wenger, Sally Lehrman)

We also have built in more check-ins with guides and fellows, including conference calls to encourage the teams and to develop some cross-team conversation.

We will rely on SPJ Leads, the national website, regional and local chapter leaders and former fellows to publicize the grants. Regional chairs will recommend candidates by July 1 on the basis of the candidate's leadership potential and current activities with SPJ. Participants must also have at least five years of professional journalism experience.

**Participants to Date**

**SPJ Leaders (2005-6)  Fellows**
Results

Our Diversity Leadership Fellows have jumped right into national leadership roles and continued their relationships at both local and national levels.

**Holly Edgell**, Missouri School of Journalism, ran for a board seat. She has worked diligently on SPJ outreach to NABJ, helped to organize her regional and collaborated with Mark Scarp on broadcast outreach for the membership committee. She also helped judge the SDX awards.

**Curtis Lawrence**, Columbia College in Chicago, planned a fellows reunion, helped set up an investigative reporting session for fellows, organized a convention panel and is working on a high school journalism diversity project. He helped judge the MOE awards and is active on the diversity committee. He will co-direct this program if we receive funding.

**Bonnie Davis**, Virginia Commonwealth University, served as associate director for an urban journalism workshop for high school students, organized a cross-cultural communication workshop for SPJ and NABJ members, and coordinated a convention panel on challenges faced by young news managers. She judged a Sigma Delta Chi category.

**Pueng Vongs** served as treasurer of the Northern California chapter and is now vice president. She has helped lead many chapter-level projects, organized a convention panel and is working on an ethnic media FOI training, described below. She is active on the diversity committee. She helped judge the Green Eyeshade awards.

**Meena Thiruvengadam** volunteered for the audit and FOI committees. She was a Sigma Delta Chi and an MOE judge.

**Felisa Cardona** is on the ad hoc committee. Felisa also helped put on her regional conference in Colorado and moderated panels, including one on age differences in the
newsroom. She judged a Sigma Delta Chi category. She has been invited to participate in national SPJ strategic planning.

Several fellows developed cross-organizational events with UNITY member groups.

Wrote first-year fellow Curtis Lawrence,

"I feel as if the fellows have become a growing family that has brought together journalists and educators interested in diversity."

In addition to my work for the committee, I have also formed a relationship with my local chapter, the Chicago Headline Club. Our regional director, Richard Roth, recruited me to serve as a 2006 Mark of Excellence judge.

At the 2006 convention, I organized a panel discussion on the Relevance of Black Media.... I also recently served on a panel on reporters’ privilege that was organized by the Chicago Headline Club. I would never have become this involved if I had not been recruited as a diversity fellow."

For the rest of Lawrence’s letter, please see Attachment 1.

**Evaluation**

The Diversity Outreach Project is supported and evaluated by diversity committee volunteers. We monitor progress of the leadership development participants through phone conversations or email on a minimum quarterly basis. Mentors, chapter leaders and participants are asked to fill out evaluations directly after the convention and at the completion of each project year. We have used the results to refine the program accordingly. For instance we have included more formal guide-fellow relationship-building, and maintained and added to the “Inside SPJ” portion. We found bringing in outside trainers, in addition to the SPJ staff presentations, to be very effective. Next year we would like to allow for more unscheduled time between guides and fellows, continue the diversity component of training and repeat the reunion dinner. This project will continue for three years under the funding requested. At that time we may request a renewal or determine that we have met our goals.

Here are a few comments from the evaluations:

**On the convention itself**

"The conference experience was educational, informative and inspirational. I plan to contribute on the national level as much as possible. I’m ready to start saving for the D.C. conference next year.” (A fellow)

**On training**

Several participants echoed these thoughts:
SDX GRANT PROPOSAL 2006-7
SOCIETY OF PROFESSIONAL JOURNALISTS
DIVERSITY AND FOI COMMITTEES

FOI TRAINING FOR ETHNIC AND COMMUNITY MEDIA REPORTERS AND EDITORS

Contact Information:
Diversity Committee for the Society of Professional Journalists
Freedom of Information Committee

Pueng Vongs  Nathan Isaacs
Vice President, SPJ NorCal Pro Chapter  SPJ’s Region 10 Director
(415) 503-4170  (509) 582-1556
pvongs@newamericamedia.org  nathan_d_isaacs@yahoo.com
(415) 503-0970  (509) 582-1510 fax

Sally Lehrman  Joel Campbell
Diversity Chair  Freedom of Information Chair
PO Box 370677, Montara, CA 94037  joel_campbell@byu.edu
slehrman@bestwrit.com  (801) 422-2125

Abstract / Summary
Journalists who work for ethnic and community media express a great thirst for training, especially about the Freedom of Information Act and other public records and open meetings laws. Like other journalists, they hope to use these laws to observe and report on government activities that affect their communities, laws they may not yet understand well enough to open doors and secure important documents.

As ethnic media outlets burgeon nationwide, the trainings are an important opportunity to reach out to this segment, a valuable resource and potential membership base.

We plan to roll out chapter-level training on open meetings and public records laws for this media group in five cities in 2007 and another five cities in 2008. New America Media invited us to kick off with a session at their awards event Nov. 14 in Washington, D.C. in a session led by Joel Campbell, co-chair of the FOI committee. San Diego has agreed to follow early next year with its own session for Spanish-language media, organized by Leo Laurence. Under this proposal, we would partner in 2005 with NW Arkansas, Minnesota, Washington, Los Angeles and Inland Pro, to bring the training to those communities. New Orleans also is interested. Both Chicago and San Diego plan to do “proof-of-concept” trainings for us using their own resources early this year.
The Diversity Committee also is partnering with SPJ’s FOI Committee to provide trainers and translation of the FOI materials into Spanish. Chapter leaders would find and secure a site, publicize the event and recruit participants.

This is a two-year project providing national training to those who can’t afford it otherwise. We are requesting $26,500 from the SDX Foundation for travel costs, speaker honorariums, translators, materials, publicity and any site fees and associated costs. This investment would seed future partnerships with ethnic and community media outlets that would enable the program to continue as needed in each training location without additional funding.

Introduction
The Society of Professional Journalists is dedicated to a free press and includes ethics, excellence, diversity and access to information in its mission. As the SDX-funded Rainbow Sourcebook and Diversity Toolbox grows and develops awareness, it is time to take other steps within the organization to infuse diversity into every initiative and activity. The SDX-funded Diversity Leadership Fellowship program has cultivated leaders from within the organization but we must also look outside to growth areas within media to recruit new members from a diversity of backgrounds. As an important step, we have conceived this training program to foster dialogue and education in the areas of FOI, ethics and diversity and to build bridges with ethnic and community media.

Management
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SDX GRANT PROPOSAL 2006-7

SOCIETY OF PROFESSIONAL JOURNALISTS

DIVERSITY AND FOI COMMITTEES

FOI TRAINING FOR ETHNIC AND COMMUNITY MEDIA REPORTERS AND EDITORS

Contact Information:
Diversity Committee for the Society of Professional Journalists
Freedom of Information Committee

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Nathan Isaacs
SPJ's Region 10 Director
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Sally Lehrman
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Joel Campbell
Freedom of Information Chair
joel_campbell@byu.edu
(801) 422-2125

Abstract / Summary
Journalists who work for ethnic and community media express a great thirst for training, especially about the Freedom of Information Act and other public records and open meetings laws. Like other journalists, they hope to use these laws to observe and report on government activities that affect their communities, laws they may not yet understand well enough to open doors and secure important documents.

As ethnic media outlets burgeon nationwide, the trainings are an important opportunity to reach out to this segment, a valuable resource and potential membership base.

We plan to roll out chapter-level training on open meetings and public records laws for this media group in five cities in 2007 and another five cities in 2008. New America Media invited us to kick off with a session at their awards event Nov. 14 in Washington, D.C. in a session led by Joel Campbell, co-chair of the FOI committee. San Diego has agreed to follow early next year with its own session for Spanish-language media, organized by Leo Laurence. Under this proposal, we would partner in 2005 with NW Arkansas, Minnesota, Washington, Los Angeles and Inland Pro, to bring the training to those communities. New Orleans also is interested. Both Chicago and San Diego plan to do “proof-of-concept” trainings for us using their own resources early this year.
The Diversity Committee also is partnering with SPJ's FOI Committee to provide trainers and translation of the FOI materials into Spanish. Chapter leaders would find and secure a site, publicize the event and recruit participants.

This is a two-year project providing national training to those who can't afford it otherwise. We are requesting $26,500 from the SDX Foundation for travel costs, speaker honorariums, translators, materials, publicity and any site fees and associated costs. This investment would seed future partnerships with ethnic and community media outlets that would enable the program to continue as needed in each training location without additional funding.

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Freedom of Information Committee
SDX Grant Abstract
November 2006

In our committee’s plan of action we outlined a goal to “clean up the Dirty Dozen.” This we want to identify the 12 worst state access laws in the nation and create an advocacy program to help change the laws.

Phase I
March – August 2007

Under the lead of the SPJ FOI Committee and in conjunction with NFOIC and the Marion Bechler Citizens Access Project, legal researchers will identify the “darkest” dozen states (those with the worst FOI laws) and develop a model law. White papers, press releases and material on the SPJ Web site would identify weaknesses of the 12 states when compared to the model law.

Funding elements
Lead researcher (five months) -- $10,000
Graduate research assistant (five months) -- $8,000

October 2007 – June 2008

Announce the findings of the research at the 2007 National SPJ Convention and launch a tour of the 12 states. SPJ will visit each of the 12 states to hold a press conference regarding the problems, conduct FOI training for journalists (bolstering SPJ membership), and facilitate a citizens’ town-hall meeting.

Funding elements
Travel, lodging and $500 FOI training honorarium to 12 states (two people) -- $30,000
Documents and materials -- $5,000

Total $53,000
FOI Committee grant proposal (draft)
Society of Professional Journalists
Joel Campbell, chair and David Cuillier, vice chair
Contact:
David Cuillier
Department of Journalism
University of Arizona
Marshall Building 323
Tucson, AZ 85721
520-626-9694
cuillier@email.arizona.edu
Nov. 1, 2006

Talking Circle Reborn: Freedom of Information in Indian Country

Abstract
The Talking Circle Project is intended to facilitate a renewal of consensus-oriented decision-making among the nation’s 563 tribes, fostering freedom of information, open meetings and press rights on Indian reservations. The three-year project, driven by tribal members and tribal organizations, would first survey tribes to examine the laws, policies and practices of tribal member participation in tribal government, such as freedom of information laws, open meeting practices, and tribal press rights. In the second year, sample laws would be developed in conjunction with tribal law centers. A conference at the University of Arizona would bring together tribal citizens, journalists and leaders to discuss how to implement policies that work for tribal members and governments. Finally, in year three a CD would be created and distributed to the 563 tribes providing sample laws and examples for how open discussion can be fostered in tribal government. National conference panels – talking circles – would foster discussion and implementation of the open government principles.

Introduction
The Native American tradition of the talking circle embraces decision-making through open discussion and information sharing. Tribal members come together, speak freely, reach consensus, and then enact group decisions – a Democratic process used by many indigenous societies long before the Declaration of Independence.

The talking circle project is intended to facilitate a renewal of consensus-oriented decision-making among the nation’s 563 tribes. The three-year project emerged and will be heavily guided by tribal members and organizations, potentially including the Native American Journalists Association, the Indigenous Peoples Law and Policy Program at the University of Arizona, individual tribal members and journalists, and tribal government organizations, such as the National Congress of American Indians. The Society of Professional Journalists FOI Committee, with support from the Diversity Committee, will facilitate the discussion, not impose its values on indigenous cultures.

The project is broken down into three phases: First, researchers will survey and interview tribes to examine the laws, policies and practices of tribal member participation
in tribal government, such as freedom of information laws, open meeting practices, and press rights. In the second year, sample laws would be developed by legal scholars and journalists from tribal law centers, potentially including the Indigenous Peoples Law and Policy Program at the University of Arizona (discussions in progress). A conference at the University of Arizona would bring together tribal citizens, journalists and leaders to discuss how to implement policies that work for tribal members and governments. Finally, in year three SPJ would create and distribute to 563 tribes a CD and documents providing model laws and examples for how open discussion can be fostered in tribal government. On-site visitations and forums – talking circles – would foster discussion and implementation of the traditional Native American open government principles.

Ultimately, the project will enhance scholarship and knowledge regarding freedom of information in Indian Country, foster a culture of openness on reservations for members and tribal journalists, and build trust and credibility for tribal governments.

Needs assessment

In summer 2006 a tribal leader from the Confederated Tribes of Grand Ronde contacted FOI Committee Chair Joel Campbell to find out if SPJ knew of a model FOI law for tribes. He was interested in proposing such legislation for his tribe. In looking into it, Joel and vice-chair David Cuillier found a few tribes that had laws but it was unclear how they were created, how well they worked, and whether other tribes had laws or policies protecting openness and press rights.

Little is known about the state of open government in Indian Country. No research to date has assessed the state of access among the nation’s 563 federally recognized tribes, and efforts by tribal journalists to foster openness have been limited to a few large tribes, such as the Cherokee and Navajo. Tribal journalists, such as Dan Agent from the Cherokee Phoenix, have urged the National Congress of American Indians to endorse free press clauses and Freedom of Information laws, but bringing together constituents has been difficult and results apparently spotty.

Objectives

1. Develop a baseline assessment through surveys and interviews of open government policies among the nation’s 563 federally recognized tribes, including freedom of information laws, open meeting policies and press rights laws, the nature of the laws, their effectiveness, and how they were implemented.

2. Foster open government on reservations for tribal members and tribal journalists. Disseminate sample open government policies for tribes that balance the needs of tribal citizens, journalists and governments. Facilitate discussion between tribal leaders and journalists, enhancing a culture of openness for constituents inside and outside the tribe.

Methodology

People

The project will be coordinated by Dr. David Cuillier, vice-chair of the SPJ FOI Committee. Cuillier, a FOI trainer for the SPJ newsroom training program, is an assistant professor of journalism at the University of Arizona, where he researches freedom of
information. He has lived on the Yakama Indian Reservation in Washington state and covered tribes during his dozen years as a newspaper reporter and editor in the Pacific Northwest. He also has conducted research regarding tribal Web sites. Cuillier may be assisted by undergraduate and graduate students.

While SPJ will provide funding and coordination support, the success of the project hinges on grassroots participation and leadership by tribal journalists and governments. The director of the Native American Journalists Association has expressed support for the project and the potential for collaboration. Individual tribal journalists also have expressed support. The Indigenous Peoples Law and Policy Program at the University of Arizona, which focuses on tribal government issues, might play a role. Efforts are under way to secure support from tribal government organizations.

**Timeline**

The project will be conducted in three phases, roughly one year per phase.

**Phase 1: Assessment (2007)**

During spring 2007, SPJ will seek out partnerships with tribal organizations to build support and ownership for the overall project. This is a crucial step to ensure that tribal officials and journalists participate in the surveys, interviews, and forums. Otherwise, the project may be perceived as another “White man” institution imposing its western beliefs on indigenous cultures. Tribal leaders and journalists will truly shape the project to best serve them.

Summer and fall 2007 a survey will be mailed to the leaders of all 563 tribes, as well as to their tribal newspapers. The survey will assess whether the tribe has open meeting/records laws or free press laws, how well they work, and how they were implemented. Surveys will be followed with telephone interviews to gather more in-depth information from tribes. The surveying and interviewing will be conducted by Dr. David Cuillier, who has conducted numerous scientific mail and telephone surveys. Survey results will be compiled and reported in Quill, the mainstream media, academic publications, and to the tribes. The information will serve as the foundation for starting a discussion between tribal journalists and leaders.

**Phase 2: Consensus building (2008)**

A conference will be held at the University of Arizona to bring together tribal leaders and journalists to discuss how to successfully implement freedom of information laws on reservations. The goal of the gathering will be to identify challenges and opportunities, and find common ground for enhancing government openness and Indian press rights. Tribes that have made it work will be featured. University of Arizona broadcast students will capture video of the discussion and interviews with participants, to be used later with the interactive CD.

**Phase 3: Dissemination (2009)**

An interactive CD and paper packet will be produced and disseminated to all tribes and their tribal journalists. The information will include:

- Sample FOI laws for tribes, including those focusing on open records, meetings, and tribal press rights.
- Examples of how the laws have been effective on reservations in helping tribal members, journalists, and in building trust in tribal government. The
examples will include video interviews and focus on the practical benefits of such laws and policies.

- A step-by-step guide to get these laws passed, with tips and suggestions for overcoming hurdles.

In addition to mailing out the CD and packets, forums and panel sessions will be provided at the NAJA convention and ideally at the National Congress of American Indians gathering.

Evaluation
The effect of this project will be evaluated one year after its completion through a follow-up mail survey. The survey will determine whether any new laws were adopted, whether it was caused in part by the project, and whether views toward government transparency had changed because of the project. Surveys will be given to tribal leaders and journalists.

Marketing and promotion
Survey results will be provided to the news media and tribes for dissemination to the public. Results also will be posted online for journalists and tribal leaders at www.spj.org and tribal sites.

Budget
Phase 1 Assessment: $15,000
- Mail survey to 1,000 people with $2 pre-survey incentive letter and two follow-up letters. Supplies and postage: $8,000.
- Telephone interviews and survey follow-up. Long-distance phone rates: $1,000.
- Hourly undergraduate or graduate student assistant to put together survey envelopes, compile answers, and help with other office duties. Ten hours a week for 32 weeks, at $8 per hour: $3,000.
- On-site visits to one or more Arizona reservations to interview tribal leaders, citizens and journalists. Cost of travel and hotel for one researcher: $3,000.

Phase 2 Consensus Building: $15,000
- Conference expenses at the University of Arizona, including renting the facility, catering and travel subsidies for speakers: $14,000.
- Expenses and hourly student wages for filming and interviewing: $1,000.

Phase 3: Dissemination: $20,000
- Interactive CD and packet, including postage and mailing expenses. Posting of information on the Web: $7,000.
- Forum and panel sponsorship at two or more conferences, including speaker travel subsidy: $5,000.
- Follow-up survey in 2010 to assess effectiveness of the project and further study and updating of tribal FOI policies: $3,000.

TOTAL FOR THREE YEARS: $50,000
MEMORANDUM

DATE: November 15, 2006
FROM: Joe Skeel, Editor
SUBJ: DIGITAL QUILL
FOR: Executive Committee

RECAP OF DIGITAL QUILL PLAN

- SPJ students would receive the digital version of Quill instead of their regular mailed issue. Students would have to opt out of the digital version to receive the mailed version.
- Professional SPJ members would have the opportunity to opt-in to the digital version instead of the printed version.
- Getting both versions would not be allowed.
- Could be expanded to cover international members.

Benefits:

- Students would have a product marketed specifically to them. It would give them a sense that the society is interested in their needs.
- This will aid in putting Quill (and SPJ) at the cutting edge of media and media technology, something we write a lot about now, but aren’t part of. Plus, its something our tech-savvy members would find totally fun and cool.
- We would save approximately $2,000 per issue on print and mailing costs. We could use this savings to improve paper quality and/or add more color in the mailed version. Also, we would cut down on the costs associated with bad college Quill addresses from the postal service (We had about 75 for the August issue alone. Each costs 75 cents. This amounts to hundreds of dollars per year.)

OVERVIEW

Since our board meeting at the conclusion of the 2006 SPJ Convention & National Journalism Conference, I have researched several digital publishing companies and come to the following conclusion: Choosing a digital publishing company is much like buying a car — all will get us where we need to go, but some will provide a more reliable and comfortable journey. Of course, all come with differing financial implications. For the money, I believe NXTbook would be the best fit to publish Quill digitally.

Like many of the other digital publishing companies NXTbook media uses its own software. The big difference between NXTbook and the others is the customer service functions that exist for the prices they charge (about $1,500 an issue).

NXTbook provides the option to e-mail our members when the digital version is ready. For those who choose to send out notification e-mails themselves, like SPJ
would do, they provide templates and instructions on the most effective way to get response. NXBbook also provides a tracking service that would allow us to see what pages are viewed the most, how long viewers spend on each page, which ads are clicked, etc. These metrics would be invaluable in determining reading habits, selling ads and working to improve Quill content.

Perhaps the best feature, however, is NXTbook’s program that teaches our ad representative about the product and digital publishing in order to more effectively sell advertising space. Their goal is that they help us generate at least enough revenue to pay for the digital publishing. If it can pay for itself, we are more likely to keep it.

A majority of NXTbook’s magazine clients are associations and trade groups. Samples can be found at http://nxtbookmedia.com/samples/magazines/index.php. Other companies/software groups considered were NewsStand, IBJ Publishing, Texterity, eMprint and Zinio.