The Society of Professional Journalists

Executive Committee Meeting

January 19, 2008
9 A.M. – 5 P.M.

The City Paper
Nashville, Tennessee

Society of Professional Journalists

Improving and Protecting Journalism

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

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry, works to inspire and educate the next generation of journalists, and protects First Amendment guarantees of freedom of speech and press.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE MEETING
JANUARY 19, 2008
THE CITY PAPER
NASHVILLE, TENN.

1. Call to Order – Brewer

2. Roll Call – Smith
   a. Brewer
   b. Aikens
   c. Smith
   d. Tatum
   e. Ralston
   f. Lehrman
   g. Sylvester

3. Consent Agenda – Brewer
   a. Executive Committee Meeting, May 17, 2007 [Page 1]
   b. Chapter Name Change Request: Queen City Professional to Greater Cincinnati Professional [Page 2]

4. President’s Report – Brewer
   a. Communications Update [Page 3]

5. Strategic Plan Update – Vachon [Page 7]


8. Membership – Harper and Staff [Page 16]

9. Convention 2009
   a. Centennial Planning – Gratz
   b. DART Center – Tatum


11. Old Business

12. New Business

13. Adjourn

ATTACHMENTS:
• Ethics Committee Update [Page 25]
• FOI Committee Update [Page 28]
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 5, 2007
WASHINGTON, D.C.

MEETING CALLED TO ORDER
With President Christine Tatum presiding, the executive committee of the Society of Professional Journalists met at the Hyatt Regency Washington on Capitol Hill in Washington, D.C. at 9:25 a.m. on Friday, October 5, 2007.

ROLL CALL
In addition to Tatum, the following were present for the meeting: Secretary-Treasurer Dave Aeikens; Vice President, Campus Chapter Affairs Mead Loop, and Region 3 Director Holly Fisher. Executive Director Terrence G. Harper also was present.

The stated purpose of the meeting was to approve executive committee meeting minutes from meetings held on November 19, 2006, January 10, 2007, August 3-4, 2007 and August 22, 2007.

MINUTES APPROVED
Upon proper motion and second by Loop and Aeikens, respectively, the executive committee approved the meeting minutes from meetings held on November 19, 2006, January 10, 2007, August 3-4, 2007 and August 22, 2007.

MEETING ADJOURNED
There being no further business to come before the Executive Committee, Tatum declared the meeting adjourned at 9:30 a.m. on Friday, October 5, 2007.
Wednesday, December 19, 2007

Executive Board of the Society of Professional Journalists,

We at the Cincinnati chapter of SPJ recently voted to change the chapter's name from the Queen City chapter to the Greater Cincinnati chapter. We now request that SPJ's national board approve the change as well.

The term Queen City refers to Cincinnati proper. However, many of our members live in Northern Kentucky south of the city or in the suburbs north of the city. We are actively pursuing more members in these areas. Our local board felt that changing the chapter's name would be a needed first step to taking this more regional focus.

So, when the board convenes in January, we ask that it approve our name change to the Greater Cincinnati Chapter and make the appropriate changes on national's Web site. Thank you.

Sincerely,

Joshua Rinaldi
Secretary
Cincinnati Chapter
jrinaldi@coxohio.com
(513) 910-7549
SPJ Mentions in the News

From January 1, 2006 to January 1, 2007, the Society of Professional Journalists received about 951 mentions in the news. From January 1, 2007 to January 1, 2008, we received about 1,100 mentions in the news, according to Google alerts. These alerts are free and Google monitors 4,500 news organizations across the country.

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<td>951</td>
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*Statistics based on Google alerts only*

Before March of 2006, most pick ups were mentions of chapter programs, awards, new appointments or Ascribe news releases.

Some highlights of bigger events in 2006:

- On March 3, 2006, former National Ethics Committee Chairman Gary Hill was quoted in an article appearing in the Grand Forks (N.D.) Herald about stricter rules being set for the release of government data.

- Past President David Carlson being quoted in outlets such as the Indianapolis Star, Editor and Publisher and Inside Indiana Business on the sale of Knight Ridder and the Hosty decision.

- Editor and Publisher also picked up SPJ’s statement on the Danish cartoons.

- Other issues where Carlson was quoted included SPJ’s letter writing campaign to the NFL and franchise owners in the Toronto Star and MSNBC.com. National Ethics Committee.

- Vice Chairman Fred Brown was featured on MSNBC’s the Abrams Report to discuss the ethics surrounding the Duke University rape case.

In 2006, SPJ also received significant press coverage for the following issues:

- The Ocean County College task force that appeared in the Asbury Park Press and Newsday.

- The NSA wiretapping of journalists’ phone records in USA TODAY and CNET.

- The Kansas City Royals revoking of two radio reporters’ credentials in the Associated Press and Editor & Publisher.
• The Santa Barbara Nine Ethics Award in the SB Independent, Editor & Publisher and CJR.


• The University of Tennessee’s action against a Knoxville News Reporter for independently interviewing an injured football player in the Knoxville News and CBS.com.

In 2007, approximately 25 percent of the clips were chapter news or news about members. Another 25 percent were awards mentions. The remaining 50 percent of clippings were generated as a result of statements made by SPJ leaders in response to a national issue. It’s also important to note that of the 50 percent of SPJ clippings generated by national news, more than half of that number consisted of columns written by SPJ Immediate Past President Christine Tatum on topics such as Sunshine Week and Ethics in Journalism Week. The Sunshine Week column ran in the Denver Post and in 40 other small-market daily newspapers. The Ethics in Journalism Week column ran in the Denver Post and 79 other small-market dailies and weeklies. The Senator Secrecy column written by National Freedom of Information Committee Member Charles Davis ran in 189 publications, including The Hill, The St. Louis Post Dispatch, the Miami Herald, The Politico and the Washington (D.C.) Examiner.

In 2007, SPJ also received press coverage for the following events:

• The lack of journalistic integrity for Fox’s reality television show Anchorwoman. Immediate Past President Christine Tatum was featured in the Washington Post and the Fort Worth Star-Telegram.

• Sarah Olson’s Army subpoena. Former FOI Committee Chairman Joel Campbell was quoted in PR Watch.

• Josh Wolf prison release. Immediate Past President Christine Tatum was quoted in the San Francisco Chronicle.

• MSNBC’s political contribution investigation. Editor & Publisher ran a story quoting Immediate Past President Christine Tatum.

• Stories on the OPEN Government Act and the Shield law passing in Congress. Both stories were picked up in the Associated Press, in the Los Angeles Times and on CBS.com with quotes from President Clint Brewer.

• 2007 Convention Programming. President Clint Brewer served as the spokesperson on all releases. The Watergate panel resulted in coverage in The Hill, Politico, the Associated Press and on NBC.
• Utah television reporter Katie Baker's contempt of court charge. National President Clint Brewer was quoted in the Associated Press.

• The Department of Interior's attempts to codify agency rules on photography. President Clint Brewer was asked to blog about this on The Hill's political blog and the Associated Press picked it up as well.

• The Animal Identification System (Farm Bill). President Clint Brewer was asked to blog about this on The Hill's political blog and the Associated Press picked it up as well.

• The Presidential Records Act Amendments. National Freedom of Information Committee Member Charles Davis wrote an op-ed explaining why this legislation is bad for the country. It ran in more than 150 newspapers including the San Francisco Chronicle, the Miami Herald, the Christian Science Monitor, the Baltimore Examiner and other smaller-market dailies.

• The Minnesota Police Department's attempt to subpoena a television reporter's notes. SPJ's statement with quotes from President Clint Brewer and FOI Committee Chairman David Cuillier was picked up in the St. Paul Pioneer Press, the Duluth News Tribune, the St. Cloud Times, the Minneapolis Star-Tribune and the Associated Press.

Moving forward, the following recommendations listed below could potentially help on the path to improved news coverage:

• Coverage from major news organizations is great and often flattering. However, we should not underestimate the power of the smaller market publications who have been generous in their coverage of SPJ and who have expressed an interest in continuing to work with SPJ in the future.

• Specialized pitching and calling has proven to be helpful in the past when it comes to big stories such as Congressional votes. We should continue making these calls, especially to trades such as The Hill, The Politico, Editor & Publisher and bigger media outlets such as the Associated Press.

• Column writings have proven to be very fruitful, especially to smaller market publications. We should continue to do this. But, for the larger publications such as the New York Times, the Los Angeles Times, USA TODAY and others, we should consider offering them exclusives. Perhaps this is as easy as writing two different versions or else going to one large publication for one and another the next time.

• With over 5,000 professional members in SPJ, we should be more aggressive and proactive about sharing our statements with them through an e-blast and a message that says we released this today. We could then suggest that they either
consider writing stories relating to our positions or else suggest that they send our statements onward to others in their newsroom with influencing powers.

- Pre-convention news blitzes should continue and we also should continue sending news during the convention. Although it seemed like we were blasting a lot of news out in a short amount of time, we received more coverage in 2007 than ever before.

- To further position SPJ as the authority for journalism news, perhaps SPJ board members and other designated members should volunteer to visit newsrooms in their communities. They not only could take membership information with them, but they also could softly pitch SPJ by suggesting calling Communications Manager Beth King or President Clint Brewer for assistance.

- The public outreach committee was established to assist in the development of a communications strategy. Why not let the volunteers on that committee help in expanding coverage? It seems like this group would be more helpful in this area than in designing Webinars, for instance.
SOCIETY OF PROFESSIONAL JOURNALISTS
STRATEGIC PLAN: CURRENT YEAR GOALS (2007-2008)
(ENDORSED OCTOBER 3, 2007, BY THE SPJ BOARD OF DIRECTORS)

MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society’s Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

1. Equip the public to evaluate all forms of journalism. (2007-2008)
   a. Identify and present the components of ethical journalism. (2007-2008)
   b. Facilitate communication between news consumers and news providers. (2007-2008)
      • Consider development of a Web-based tool for consumers to communicate with news providers (2007-2008)
      • Continue development of “Code Words” blog (2007-2008)
   c. Increase dialogue about responsible journalism (2007-2008)
      • Launch a speakers bureau to bring journalists to community and civic groups. (2007-2008)
      • Utilize the Project Watchdog effort more to create public engagement in the discussion about responsible reporting. (2007-2008)
      • Provide context for discussions about the Code of Ethics, including an explanation for why the Society voluntary and not mandatory. (2007-2008)
      • Introduce the code to organizations outside of journalism. (2007-2008)

2. Educate journalists on the tenets of responsible journalism. (2007-2008)

3. The Code of Ethics will be re-evaluated, updated, and refreshed on an ongoing basis, making it a “living document” that reflects the issues in the industry. (2007-2008)
   a. Every member will receive a copy of the code. (2007-2008)

PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession’s discipline evolves.

1. Initiate action to make/keep governmental meetings and records accessible. (2007-2008)
   a. Evaluate the tools, resources, and effectiveness of the Sunshine Network. Recognize and use existing infrastructures and adapt to a changed environment. (2007-2008)

2. Protect journalists from government impediments against a free press. (2007-2008)

   a. SPJ will be an active participant in Sunshine Week. (2007-2008)
PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.
1. Create a mechanism to determine the Society’s training priorities. (2007-2008)
   A. Establish a training committee, separate from the current committee that plans the national conference, to help determine the Society’s annual and long-term training priorities. (2007-2008)
2. Create training opportunities that reflect industry and membership needs. (2007-2008)
   A. All training will include education about SPJ’s core values and mission. (2007-2008)
3. Ongoing evaluation of training and professional development programs.
   A. Evaluate regional conference structure and implement changes to better meet the organization’s training priorities. (2007-2008)

INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society’s leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.
1. Increase the number/percent of under-represented populations in leadership positions and membership. (2007-2008)
   a. Identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that representation. Actively recruit people of identified backgrounds. (2007-2008)
   b. Increase SPJ’s visibility in new places (emerging media) and new populations (diverse backgrounds). (2007-2008)
2. Create a welcoming culture for journalists of all backgrounds and disciplines. (2007-2008)
   a. Identify and welcome first-time participants in SPJ events such as the national conference. (2007-2008)
   b. Consider a definitive statement on the organization’s diversity position. (2007-2008)
3. Educate journalists on and promote the tenets of inclusive journalism. (2007-2008)
MEMBER CONNECTIONS
Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.

1. Develop Web features that facilitate interaction and information delivery. (2007-2008)
   A. Seek opportunities to engage journalists who are not currently members. This may include creating a process for all site users to first register at spj.org or other methods to identify journalists interested in SPJ and its resources. (2007-2008)
   B. Strengthen members’ connection to the organization and each other through online resources. (2007-2008)

2. Establish standards for effective communication with members. (2007-2008)
   A. Evaluate content, format, frequency, and mailing lists for all regular communications. (2007-2008)
   B. Ensure valid e-mail addresses for members. (2007-2008)

   A. Assess the Society’s content management system and ensure it meets the current and future needs of the organization. (2007-2008)
   B. Create a template for chapter Web pages along with “best practices” guides. (2007-2008)
   C. Evaluate the association management software and ensure it meets the current and future needs of the organization. (2007-2008)
   D. Continue to explore and utilize emerging technology resources such as YouTube, Facebook, etc. (2007-2008)

SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society’s leadership and overall operations.

Objectives for this area will strengthen the Society’s volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.

1. Equip volunteers with necessary resources to understand and perform their duties. (2007-2008)
   A. Develop action plans for all committees. (2007-2008)
   B. Create and distribute job descriptions for officers, directors and committee leaders. (2007-2008)
   C. Develop a leader training program for board members and committee chairs. (2007-2008)
   D. Prepare handbooks for board members, committee chairs and chapter presidents. (2007-2008)

2. Improve volunteer structure to increase its effectiveness. (2007-2008)
   A. Expand the composition of the Nominations Committee in order to better identify and develop potential leaders. (2007-2008)
   B. A board liaison will meet annually, on an individual basis, with committee chairs to develop and review action plans. (2007-2008)
      • This liaison might be the president-elect or secretary/treasurer of the board, in consultation with the president. (2007-2008)
      • Annually review committee relevance and ability to meet strategic goals. (2007-2008)

3. Ongoing evaluation of programs and services to ensure proper deployment of resources. (2007-2008)
   A. Generate an annual compilation of all programs and services of the Society. (2007-2008)
   B. Prioritize the annual programs and services of the Society. (2007-2008)
C. Evaluate the effectiveness of the annual convention and make recommendations for any changes needed to meet strategic goals and reflect the needs of the profession. (2007-2008)

4. Improve collaboration between staff and leadership. (2007-2008)
   A. Include volunteer leaders in the annual budgeting process from the earliest planning stages. (2007-2008)
   B. Include volunteer leaders in the grant-seeking process from the earliest planning stages. (2007-2008)
   C. Create a regular communication vehicle between staff and board about issues of importance to the Society. (2007-2008)
   D. Create opportunities for staff and board to regularly collaborate about organizational issues. (2007-2008)
      - Incorporate small-group work into regular board meetings. (2007-2008)

   A. Create a scouting committee that will be looking ahead to the future needs and changes in the industry. (2007-2008)
   B. Report trends and discoveries to national leadership including board, staff, committee chairs and other appropriate leaders. (2007-2008)

6. Regularly evaluate the implementation of the goals and objectives outlined in this strategic plan. (2007-2008)
   A. Designate a team leader to ensure the strategic plan and strategic priorities are implemented through all Society activities. (2007-2008)
MEMORANDUM

DATE: January 11, 2008
FROM: Terry Harper, Executive Director
SUBJ: ANNUAL REPORTS
FOR: Executive Committee

In my 2007 evaluation, I was asked to review how local chapters are governed, looking specifically at the annual report process, and offer recommendations to the SPJ Executive Committee/Board.

A few tidbits of information up front:

- Associate Executive Directors Chris Vachon and Julie Grimes, as well as Editor Joe Skeel were instrumental in developing the following analysis and recommendations.
- This memo deals with professional chapters. We view the campus chapter as a different animal whose care and feeding differs in many ways from the professional chapter.
- Annual reports are required from professional chapters by Society law (Bylaws, Article V, Section Four). There is no such "law" for campus chapters although we do require them to submit an annual report if they want to be eligible to vote at the convention.
- Currently, the SPJ has 64 professional chapters and 230 student chapters on the roster. Of those, 54 professional and 90 student chapters submitted reports. That translates to 84% and 39%, respectively. In the professional ranks, eight reports were submitted late, anywhere from one to eight weeks.
- Beginning in 2008, the IRS is requiring all nonprofit organizations—which includes all SPJ chapters that have a tax ID number—with gross revenue of less than $25,000 to file an electronic postcard verifying their contact information and that their revenue is less than $25,000. One more report to complete.

The annual reports are supposed to serve a variety of purposes:

- Chapters must submit an annual report in order to vote at the convention.
- Regional directors are sent annual reports so that they can rank each chapter and make recommendations for awards.
- Chapter doctors use the annual reports to rank chapters (in the event that an RD's star ranking differs from that of the chapter doctor, the staff determines the ranking).
- Staff and volunteers use the reports to determine award winners.
- The membership coordinator reviews the annual reports to make sure that the HQ has up-to-date contact information and offices.
The life of an annual report is pretty straightforward and is based upon the date of the convention to ensure that everything can be reviewed and ranked in time. Using 2007 as an example, the schedule is thus:

- June 1: Annual Reports to HQ (filed electronically through Web site)
- June 11: Reports sent to RDs and Chapter Docs w/ instructions
- July 11: Feedback and comment sheets due back from RDs. Note: not all RDs return the reports in a timely manner, sometimes not at all.
- August 11: Feedback and comment sheets due back from CDs

In 2008, everything will need to be moved ahead one month because the convention is one month earlier than 2007. Chapter leaders will be delighted...not.

One challenge in particular that we encountered in our discussions is how annual reports are really just the tip of the iceberg in taking a critical look at how we service chapters. Making this task more challenging is that there is not a consensus among the senior staff as to the value or usefulness of the annual report.

Ultimately, the recommendations that follow are my own, based upon my discussions with the staff. They are encouraged to share their points of view when this topic is taken up in Nashville.

RECOMMENDATION:
- Amend the Bylaws to repeal Article V, Section Four requiring professional chapters to submit an annual report.

RATIONALE: The process of chapter review should be set by board policy, not set in stone by the organization’s governing documents. Reviewing chapters is a matter of process, not governance. Further, the reporting requirement inconsistency that exists between professional and campus chapters will be eliminated.

RECOMMENDATION:
- Once a month, Regional Directors will make telephone contact with each professional chapter. The staff will develop a simple form to be used to collect key data (membership, finances, programming, requests for assistance, etc.).

RATIONALE: Gathering information on an ongoing basis allows the Society to react in a timely manner if problems exist, as well as to share topical and timely program ideas. Further, it establishes a personal connection between the local chapter and national organization. Regular contact also may spur the chapter on to more activity so it can have more great things to tell the RD the following month. Reports will be sent to the HQ for follow-up (providing resources, updating
officer information, getting program details that can be shared). The RD will serve as the conduit; staff will do the legwork when necessary.

RECOMMENDATION:
- Beginning in 2009, annual reports will be eliminated and replaced with a voluntary awards application.

RATIONALE: Information currently gathered in the annual reports will be gathered throughout the year by RDs. Only those chapters seeking recognition need to submit applications. RDs will still make recommendations for chapters of the year and will be in a better position to make recommendations based upon the ongoing contact and communication. Benefits accruing to award-winning chapters will be similar to those afforded to 4-star chapters.

Further, local chapter leaders already have enough demands placed on their time without the added burden of spending, in some cases, several hours each year completing an annual report. In its place is ongoing contact with national leaders who take a genuine interest in the success of the chapter.

RECOMMENDATION:
- Beginning in 2009, the star ranking system will be eliminated.

RATIONALE: For the reasons stated above.
MEMORANDUM

DATE: January 12, 2008.
FROM: Terry Harper, Executive Director
SUBJ: SPRING CONFERENCES
FOR: Executive Committee

In my 2007 evaluation, I was asked to review national governance, specifically spring (regional) conferences, and offer recommendations to the board of directors.

My evaluation was delivered in May and since that time, a committee of regional directors has been appointed by President Brewer to evaluate SPJ's spring/regional conference structure and to make recommendations to the board for improvements. The committee members are: Lunsford, Hurley, Poling, Sylvester, Steele and Govier.

The analysis and recommendations in this document are a result of several discussions held amongst SPJ's senior staff, including Associate Executive Directors Chris Vachon and Julie Grimes, and Editor Joe Skeel.

Regional – now "Spring" – Conferences come in many shapes and sizes. Some focus more on the working professional while others cater to the students. Most, if not all, include an event where students are recognized with regional Mark of Excellence Awards. Measures of success are often not defined by the region so organizers, as well as leaders, may be left scratching their heads as to whether a conference was a success. Attendance, profits and programming can be used to gauge success, but each means something different to each conference. Region 1 might consider a conference with 100 attendees to be a failure while Region 9 might consider that a resounding success. And the success of a conference cannot be judged simply by facts and figures. If a conference attracts 300 people and makes lots of money, but the programming is poor and the attendees had a bad experience, SPJ suffers. The region will suffer, as well, when word spreads that it put on a bad program.

As our discussions progressed, three possible alternatives emerged:

THE BAND AID® APPROACH
- Spring Conferences continue much as they do now, with each region/regional director being given total autonomy over their particular conference.
- Education is a key component of this approach. SPJ will develop and send monthly tips to conference coordinators and regional directors on how to put on a successful program. The written guide already in existence will be updated more regularly and promoted better to coordinators and RDs.
• Each region will be challenged – in advance – to define success for its conference. Each region will be challenged to evaluate its conference against that definition.

**THE FOURTH AND LONG APPROACH**

• We punt. No more Spring Conferences after 2008.
• Board action will remove the requirement that chapters attend the Spring Conference in their region which also eliminates an inconsistency because Spring Conferences are not required to be held in the first place.
• Regions may, if they choose, continue to host a conference each year.
• Regional Mark of Excellence Awards will be announced via news release, posted to the website, and awards will be mailed to the winners. A region may choose to host an event at which the awards are presented in person.

**THE TSA APPROACH**

• Beginning in 2009, Spring Conferences are “nationalized” and brought in-house under the direction of the staff and the professional development committee.
• Core curricula will be developed each year in accordance with SPJ’s missions and priorities. Topical programming for each region also will be developed in consultation with the Regional Director and/or local SPJ leaders.
• SPJ will apply for a grant from the SDX Foundation to fund an additional staff person to coordinate the 12 additional programs, as well as provide much-needed support to existing programs.
• 2009 marks SPJ’s 100th anniversary, elements of which can be incorporated into each of the 12 regional programs to raise the profile of the Society.

The staff recommends the third approach of bringing the conferences in-house. SPJ will control the content of the programming to ensure that its organizational priorities and missions are being applied across the board. SPJ can ensure that its strategic plan is factored in, as well. It may become an additional revenue stream for the Society although expanding the reach of the organization, providing top-notch training and raising SPJ’s profile will be the top goals.

The staff reached this decision because it believes the goal of the conferences should be to promote SPJ’s mission and ensure that a consistent message is being delivered throughout the organization. If the leaders of the organization do not share this belief, then another option – or options – may need to be explored.

**Footnote:** The ad hoc committee appointed by President Brewer in October was not consulted in the drafting of this report. The board asked the staff through the executive director’s evaluation to offer recommendations. If nothing else, perhaps this can help to inform the work of that committee.
MEMORANDUM

DATE: January 14, 2008
FROM: Terry Harper, Executive Director
SUBJ: MEMBERSHIP RECRUITMENT AND RETENTION
FOR: Executive Committee

As part of my 2007 evaluation, the topic of membership was a primary concern. Specifically, the evaluation team was concerned with a perceived membership slide. In fact, during my tenure, SPJ’s overall membership numbers have remained relatively flat, while experiencing some roller coaster swings in the interim.

At the start of 2002, SPJ’s membership was 8,479; at the start of 2008, we were at 8,821, an increase of almost four percent.

As of March 1, 2002, three days after I assumed the office of Executive Director, SPJ’s membership was 8,999. As of January 11, 2008, membership stood at 8,926, an overall decline of less than one percent.

Beginning in late 2002 and continuing for the next two-three years, SPJ was in a training partnership with IRE that added hundreds of short-term members to the rolls, pushing—and sustaining—our membership numbers over 10,000 during the term of the partnership. Retention rates on those short-term members were dismal, even in areas where we had chapters and follow-up was conducted locally. The partnership ended and our numbers settled back down.

That we have been able to maintain our membership over the past six years in the current environment says that we are doing something right.

My point here is not to say that membership is fine and should not be one of the staff’s priorities, it should be...always. We are a membership organization. And I take full responsibility for what has occurred on my watch, I just would ask that the entire body of work be considered, especially where membership numbers are concerned.

MEMBER RETENTION

With that said, staff believes that the primary focus of our membership efforts should be in member retention, with special emphasis being placed on professional members in their first year of membership. Retention also is the focus of the Membership Committee, chaired by John Esslin of the Rocky Mountain News.

In 2007, on average, 442 members renewed each month; 398 did not. That translated to 4,776 people leaving the organization. We sign up about 65 new members each week.

We currently have three dues discount programs in place to encourage retention. All three need much heavier promotion:

- Students: Four years for $100 for freshman and sophomores
- Post Graduate: Three years for $72
- Lifetime: $1,000
The student discount rate was done as a test at Northwestern in 2006-2007 at the urging of Richard Roth. We didn’t have too many takers, but we didn’t do much at all in the way of full scale promotion. If we step it up, we may reap some benefits.

We have developed plans for the new Post Graduate rate and Lifetime category:

**New Post Grad Rate**

How the new Post Grad rate is being promoted:
- There will be a mention of it in the “Working for You” flyer for the next year.
- The following blogs will contain information: Gen J, Student, Journalism Education, and Membership.
- Messages will be sent to students and post grads telling them to continue networking through SPJ chapters and to continue their membership through the post grad rate.
- Information is contained in the communication to graduating seniors and their parents.
- A flyer is available for events and to send to chapter advisors and journalism school departments.
- Messages will be sent to all chapter leaders for use as a recruitment and/or retention tool.
- Ads/blurbs will appear in Leads, Quill and on the Web site.

**Lifetime Memberships**

How the lifetime memberships are being promoted:
- Back of “Working For You” flyer informs members whose memberships are up for renewal about the option to invest in a lifetime membership instead, this flyer is also inserted in the recognition pin mailing as those are long-time members who would be interested in the investment.
- Ads/blurbs will appear in Leads, Quill and on the Web site.
- Messages will be sent to chapter leaders so they may be informed and also may consider purchasing a lifetime membership as a gift.
- The Membership blog will mention the new membership option.

**Other Retention Strategies**

**Monthly Survey**

Each month, we will send members who do not renew their membership a survey to gather information about why they are not renewing and each month a report will be compiled with this information to be reviewed by the senior staff. Additionally, follow up to comments in the survey will be personally conducted by the membership staff person to survey comments, as a result, we will ask for the member’s name in the survey.

**Connecting members in new ways (strategic plan)**

We need to connect our members with a community, i.e. age, years in profession, beat, interest areas, etc. In order to do this, we need to begin obtaining additional information so we can supply more customized messages and begin connecting them to each other.

**Chapter Outreach**

Continue to encourage and educate chapters about online reports that list prospective chapter members in the area, members whose memberships have expired, and new chapter members.
MEMBER RECRUITMENT

Friends Inviting Friends
In an effort to fill the recruitment funnel, we will ask each Reporters Institute participant and each Scripps Institute participant to supply SPJ with the names of 10 people they think would be good prospects for membership (approx. 80 participants = 800 prospects). Each recommended person will receive an invitation to join SPJ. The invitation will mention the name of the recommender/colleague/friend. It is our intent that if current members have friends and colleagues who are members that they will feel more connected to SPJ and as a result, retain their SPJ membership.

Ambassador Program (strategic plan)
First-time convention attendees are identified through the convention registration form and attend a first-timers meeting at the beginning of the conference. At this meeting are SPJ Ambassadors who are Scripps Graduates and Diversity Fellows. The Ambassador serves as a guide or friend to the newcomers. Besides supplying information about the conference, the Ambassador will also educate the participants about SPJ and how to get involved.

Complimentary Memberships/Training (strategic plan)
We currently supply complimentary memberships to those who attend most of our programs and most of those people do not renew their memberships (see IRE note above). We will begin to demonstrate the value of their new membership more clearly during the training program through the use of a presentation and video (the one Christie developed). Additionally, there will be targeted follow up communication to these new members during their six-month complimentary membership period.

CHAPTER BUILDING

One of our goals this year is to have an active chapter in all 50 states. Currently, we do not have functioning chapters in the following states:

❖ Alabama
  ➢ Member Jenn Rowell is working to organize a chapter
❖ Delaware (13 members in the state)
❖ Georgia
  ➢ Atlanta Pro is still “active” although there is little to no activity
  ➢ Darcie Lunsford is working on this
  ➢ Atlanta Press Club, with 500 members, is interested in working with SPJ, but not in a merger or alliance.
  ➢ Recommend targeting other areas within the state (Macon, Augusta, Savannah) as possible chapter locations.
  ➢ 2008 Convention in Atlanta
❖ Iowa (36)
  ➢ Spring Conference in Ames, Iowa
  ➢ Lucas Grundmeier and Rachel Weber are working on things
❖ Louisiana (37)
  ➢ Spring Conference in New Orleans
❖ Mississippi (16)
❖ Nebraska (12)
❖ New Mexico (17)
  ➢ Spring Mini-Conference in New Mexico
❖ North Dakota (12)
• North Carolina (84)
  ➢ Former Student Rep Callie Martell is working to organize a statewide chapter
  ➢ CIA in Greensboro in June
• South Carolina (37)
  ➢ Spring Conference in South Carolina
• South Dakota (7)

Through a gift from Howard Dubin, SPJ has funds to execute targeted mailings in priority states. We also have the use of Vocus for E-mail communication with journalists in those states.

It probably makes sense to start with those states where we have either champions identified or programs scheduled: Alabama, Georgia, Iowa, Louisiana, New Mexico, North Carolina, and South Carolina.

Nebraska, along with the Dakotas, will most likely prove to be the greatest challenges. One strategy to consider is to conduct a newsroom training program in those states and gauge the interest.
MEMORANDUM

DATE: January 12, 2008
FROM: Terry Harper, Executive Director
SUBJ: NEW IRS FILING REQUIREMENTS
FOR: Executive Committee

In June 2007, the IRS announced new filing requirements for exempt (nonprofit) organizations (notice attached).

The new filing requirements require all exempt organizations with gross whose gross receipts are normally $25,000 to file Form 990-N, also known as the e-Postcard, with the IRS annually.

The e-Postcard will require the organization to provide basic information such as their name and address, any other name they use, a Web address if they have one, the name and address of a principal officer of the organization, and a statement that the organization’s annual gross receipts are still normally $25,000 or less.

This new requirement affects all of SPJ’s subordinate chapters except those whose revenue exceeds $25,000. Those groups are already required to file a Form 990.

The IRS sent notices to all exempt organizations, including all SPJ chapters with a valid tax ID number (we are required to update our roster of subordinate chapters annually). At the IRS’ request, the staff sent reinforced this message with one of its own and posted information on the Web site.

As of this writing, the IRS has not announced the filing procedure. Given the information the IRS is seeking, I do not believe satisfying the new filing requirement will be difficult. Failure to file, however, will result in the loss of a chapter’s exempt status and it will have to start the process of becoming a subordinate chapter all over again. Not difficult, but will require staff time to assist the chapter and update the IRS.

Wendy Culverwell, president of the Greater Oregon Pro chapter, contacted me after she received the notice from the IRS and SPJ’s follow-up communication. She is concerned the requirement will place an undue burden on chapter leaders who may be comfortable dealing with the IRS. She suggested that SPJ’s professional staff complete the filing requirements on behalf of the chapters, citing our expertise and available manpower. I responded that the SPJ is not staffed to for such an undertaking, but she persisted with her request for board review.

Regardless of expertise or manpower, the staff simply cannot the filing requirement on behalf of the local chapters. We have no way of verifying the
financial information and cannot put the national organization at risk in the event the staff might make an error.

Given the information the IRS has said it wants to collect, I don’t see this as being a problem for chapter leaders. Once the filing procedures are made known, SPJ will do all it can to guide chapters in the electronic filing process. Chapter leaders, however, must accept the responsibility for operating their chapters properly.

I urge the executive committee to deny Culverwell’s request that the staff complete the e-Postcard on behalf of chapters.
Dear Sir or Madam:

We are writing to ask for your assistance in informing your subordinates about a new annual electronic filing requirement for small tax-exempt organizations. Subordinates that are not included in a group return and that did not have a filing requirement in the past may be required to submit this annual electronic notice to ensure continued recognition of their tax-exempt status.

New Filing Requirements

Beginning in 2008, small tax-exempt organizations that previously were not required to file returns may be required to submit an annual electronic notice, Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations not Required To File Form 990 or 990-EZ. Small tax-exempt organizations, whose gross receipts are normally $25,000 or less, are not required to file Form 990, Return of Organization Exempt from Income Tax, or Form 990-EZ, Short Form Return of Organization Exempt from Income Tax. With the enactment of the Pension Protection Act (PPA) of 2006, these small tax-exempt organizations will now be required to electronically submit Form 990-N, also known as the e-Postcard, with the IRS annually.

Exceptions to the e-Postcard filing requirement include organizations that are included in a group return: private foundations required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as a Private Foundation; and section 509(a)(3) supporting organizations required to file Form 990 or Form 990-EZ as described below. In addition, this filing requirement does not apply to churches, their integrated auxiliaries, and conventions or associations of churches.

The PPA also changed the filing requirement for section 509(a)(3) supporting organizations. In 2008, supporting organizations with gross receipts that are normally $25,000 or less will generally be required to file a paper or electronic Form 990 or Form 990-EZ. However, if the organization is a supporting organization of a religious organization with gross receipts of $5,000 or less, it must file the e-Postcard.
The e-Postcard will require the organization to provide basic information such as their name and address, any other names they use, a Web address if they have one, the name and address of a principal officer of the organization, and a statement that the organization’s annual gross receipts are still normally $25,000 or less.

The PPA added this filing requirement to improve transparency within the non-profit sector. The information provided is disclosable and will ensure that donors and the IRS have current information about these small tax-exempt organizations.

How to Submit the e-Postcard

Small organizations must submit the e-Postcard electronically. There will be no paper form. The IRS is developing an electronic filing system for the e-Postcard. Filing procedures will be publicized on the IRS website at www.irs.gov/eeo when the system is completed and ready for use.

Consequences of not Filing the e-Postcard

The PPA requires the IRS to revoke the tax-exempt status of any organization that fails to meet its annual filing requirement for three consecutive years. Therefore, any organization that does not file the e-Postcard, or a required information return: Form 990, Form 990-EZ or Form 990-PF will have their tax-exempt status revoked as of the filing due date of the third year.

The organization must apply (or reapply) for tax-exempt status and pay the appropriate user fee to have its tax-exempt status reinstated if it was revoked for failing to file for three consecutive years. Reinstatement of tax-exempt status may be retroactive if the organization can show that it had reasonable cause for not filing.

How You Can Help

In July, we will begin sending educational letters to small organizations explaining this new filing requirement. However, because many small organizations have little contact with the IRS after they receive their tax-exempt status, we are asking you to notify your subordinates about the e-Postcard filing requirement. Please direct your subordinates to our website, www.irs.gov/eeo, for more information.

If your organization has a web site, we would appreciate your posting a link to http://www.irs.gov/charities/article/0,,id=16925000.html. This site contains current information about the e-Postcard filing requirements. We also encourage you and your subordinates to sign up for EO Update, Exempt Organization’s free email newsletter. Subscribers will automatically receive the latest information about e-Postcard. You can subscribe to EO Update at www.irs.gov/eeo.

If you have any questions, please visit our website. If you cannot find the information you need, you may call our toll-free number at (877) 829-5500.

Thank you for your assistance.

Sincerely,

[Signature]

Marsha A. Ramirez
Director, EO Examinations
Hi Terry,

Thank you for your response. I may not have been explicit enough in my earlier email: As a volunteer chapter leader with no particular tax expertise beyond my completing my own returns, I am very concerned about interacting with the IRS on SPJ's behalf.

I suspect the call to "verify" gross revenues will be burdensome, especially given the exceedingly casual manner in which the contest proceeds that form the bulk of Region 10 revenues have been handled in the recent past.

I propose to the national board that it look into having its own paid staff complete the IRS reporting process on behalf of the chapters with revenues of $25,000 and below. National SPJ unquestionably has the professional accounting staff and protections from professional liability to take this on.

If this remains a chapter-level responsibility, I predict it will become more difficult to recruit volunteer leaders who like me, may feel uneasy about this new duty.

Wendy Culverwell
For Oregon/SW Washington

On 11/16/07 12:16 PM, "Terry Harper" <tharper@hq.spj.org> wrote:

> with the P.O. Box number as you requested.
> Chapters will be responsible for filing their e-Postcards once the IRS
> announces that the new system is up and running. We are sending out an
> E-mail to chapters about the new filing requirement and will send
> another when the IRS announces that the new filing system is available.
> From the information we have received from the IRS thus far, it does
> not appear that this new filing requirement will be much of a burden
> for volunteers other than a few minutes of their time. One never knows
> with the IRS, though, so we'll do our best to help chapters

Wendy Culverwell
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Ethics Committee
2007 report

• I took over as chairman for Gary Hill at the beginning of February

• In 2007, we received dozens, probably hundreds, of requests for advice or feedback through e-mails directly to the committee and through calls to the ethics hotline. Questions came from journalists at large and small news organizations, sources, government officials and members of the public. Bias and conflicts of interest were two common themes, but questions covered a wide spectrum of topics. When the spring came, so did a wave of student questions, as they worked on papers and projects for the end of the semester. We heard numerous replies from people grateful for our advice.

• Ethics Committee members were contacted many times directly and through the ethics hotline to be interviewed for stories. I’m most familiar with the requests that came to me. Some of the publications in which I was quoted and the topics were:
  - Gelf magazine (the ethics of altering photos)
  - Ithaca Journal (allowing anonymous comments to be posted after online stories)
  - Tucson Weekly (using the work of another journalist as fodder for separate reporting without giving credit)
  - PR Week (off-the-record briefings)
  - Condé Nast’s online magazine Portfolio.com (Sports Illustrated’s swimsuit issue)
  - Chicago Reader (a newspaper that promoted the awards won by a cartoonist whose job previously was cut)

• The committee issued statements:
  - condemning the NFL for forcing sideline journalists to wear vests with ad logos on them
  - criticizing the Memphis Commercial Appeal for considering a “sponsorship” arrangement with an advertiser for a news series and commending the staffers who spoke out against the idea
  - praising MSNBC.com for its investigation into political contributions by journalists across the country and urging journalists to stay out of the political arena to maintain their neutrality

• Fred wrote the first few Quill ethics columns of the year. I took over after I became chairman. I wrote about such topics as newsroom policies on accepting gifts, the ethics of allowing anonymous comments to be posted after online stories, sensitive reporting of crime victims and the responsibility to cover what’s important to a community. Nerissa Young has written the column for the second issue of 2008 and might do at least one more.

• The update of SPJ’s ethics textbook is still in progress. Committee members wrote or co-wrote about a dozen new case studies for the updated version, not counting several
that Fred had already done on his own. Sara Stone worked with her students to produce five of those case studies. Fred has been working on the book.

- The committee launched a blog called "Code Words" in March. Committee members have posted more than 50 times on the blog. Most posts were by Adrian Uribarri or me. The blog is fairly well seen. As of today (Jan. 13, 2008), the most viewed post, from April, has been seen more than 900 times, according to a tracking feature. Responses to blog posts are sporadic, although a post by Peter Sussman about a Village Voice reporter's involvement in a court case led to an interesting exchange at the blog between the reporter and Peter.

- The SPJ Code of Ethics was translated this year into Croatian, Chinese and Hungarian through contacts made by current and past committee members. We also received, unsolicited, a copy of the code translated into Greek.

- Liz Hansen and I combined to produce four ethics sessions at the 2007 national convention in Washington, D.C.
  - Liz's sessions were on the Scooter Libby trial and the Duke lacrosse case. The Libby session had Robert Novak and Norman Pearlstine as panelists. Liz was a moderator for the Duke lacrosse session. Both of those sessions were videotaped and posted at the SPJ web site. Coverage of Novak's comments at Liz's session sparked a new round of volleys between Joseph Wilson and Novak in news stories.
  - My sessions were on video news releases and coverage of the Virginia Tech shootings. Jerry Dunklee was a panelist for the VNR session. Nerissa was the moderator for the Virginia Tech session, which included NBC News President Steve Capus as a panelist. The Virginia Tech session was videotaped and posted at the SPJ web site.

- Committee members submitted five ethics session ideas for the 2008 convention in Atlanta. Casey Bukro, Nerissa and Liz submitted one apiece and I submitted two.

- At Christie's request, the committee compiled a list of examples of questionable journalism ethics covering a 12-month period. The list was summarized by categories of problematic practices and released along with a column Christie wrote.

- The committee reviewed and commented on grant applications for programs for the 2008 Ethics Week.

- The committee didn't recommend giving an ethics award at the 2007 convention. In an effort to get a bigger pool of nominations, we pledged to more broadly publicize the award. This month, I sent an e-mail to a list of more than 200 SPJ regional directors, pro and college chapter presidents, and campus advisors, inviting nominations for this year's ethics award.

- The committee now stands at 14 members. We added two members near the end of the year after a few people left the committee. Clint Brewer has asked that the 15th spot
be kept open for now.

- Committee members have reacted quickly when their input has been sought through e-mail discussions, which is tougher to quantify in a summary like this, but quite valuable.

Everyone on the committee contributed in 2007 and I am grateful for their participation and help.

Andy Schotz
chairman, SPJ Ethics Committee
FOI Committee Update
David Cuillier, chair
Jan. 8, 2008

Since October the FOI Committee has accomplished the following:

**Administrative changes**
- Updated committee with some inactive members dropping out and new people joining (Joe Adams, Ana-Klara Herin and Julie Kay).
- Started replacing inactive Sunshine Chairs with new people.

**Helping journalists**
- Assisted dozens of journalists who had questions about open records laws or problems getting information.
- Participated in Legal Defense Fund decisions for aiding journalists in their fights for press rights.

**Mobilizing Sunshine Network**
- Started the Sunshine Campaign for 2008. Sunshine Chairs will develop sunshine networks in their states, identify the most pressing two or three issues regarding access to information, and then this summer/fall ask state and local political candidates how they stand on the issues. This is conjunction with ASNE’s Sunshine Campaign at the federal level.

**Speaking out**
- Increased freedom of information news posts on the FOI FYI blog. Averaging 34 posts a month (compared to an average of 14 posts per month the previous year).
- Column by FOI Committee member Charles Davis regarding presidential papers in December published in dozens of publications, including the Christian Science Monitor.
- Helped issue press releases, letters of support and amicus brief sign-ons for a variety of issues:
  - Opposing Department of Interior proposed rules requiring permits for photography and audio recording on federal lands
  - Urging Congress to pass the OPEN Government Act
  - Opposing Senate Farm Bill provision that would make secret basic cow directory information, including the breed and addresses of livestock farms
  - Opposing St. Paul, Minn., police department’s subpoena of reporter’s phone records to find out who provided him public records
  - Urging Congress to support the Presidential Records Act Amendment of 2007
  - Urging the Legislature in Pennsylvania to improve its lacking proposed open-records law
  - Supported the Maryland SPJ chapter’s push to allow cameras in courtrooms
  - Opposing transportation funding secrecy
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
MAY 3, 2008
INDIANAPOLIS, INDIANA

1. Call to Order – Brewer

2. Roll Call – K. Smith
   a. Brewer
   b. Aeikens
   c. K. Smith
   d. Ralston
   e. Tatum
   f. Kopen-Katech
   g. Loop
   h. Lehman
   i. McCloskey
   j. Patterson
   k. Rausch
   l. James
   m. Augherton
   n. Lussford
   o. Steele
   p. Roth
   q. Govier
   r. Sylvester
   s. Polling
   t. Hurley
   u. Maben
   v. S. Smith
   w. Albarado

3. Approval of Board Meeting Minutes – Brewer
   a. October 3, 2007 [Page 1]
   b. October 7, 2007 [Page 3]
   c. November 1, 2007 [Page 7]
   d. March 18, 2008 [Page 18]

4. Chapter Action – Brewer
   a. Florida A&M University: reestablishing the chapter [Page 11]
   b. New England School of Communications: satellite chapter of the Maine Pro Chapter [Page 15]
   c. Wyoming Pro: provisional to active status [Page 17]

5. Report of the President – Brewer


7. Strategic Plan [Page 19]
   b. Small group work – Vachon

8. Executive Director Evaluation (closed session) – Brewer

9. Budget and staffing
   a. 2008 – 2009 tentative budget
   b. Staffing reorganization
   c. PR wire contract
   d. Convention Sponsorship Policy
   e. Travel stipends

10. Action Items
    a. DART Society 2009 convention sponsorship [Page 33]
    b. Annual reports [Page 35]
    c. Spring conferences [Page 39]
    d. Terms of Use/Privacy Policy for spj.org
11. Membership Discussion
   a. Staff update [Page 43]
   b. Membership Committee proposals received from Chairman John Ensslin [Page 49]
   c. Survey results from Ohio University [Page 53]

12. Campus Media Project – Rausch [Page 61]

13. Report from Regional Director meeting – Sylvester

14. Old/New Business

15. Adjournment

ACTIVITY REPORTS
- ACEJMC – Geimann [Page 73]
- Diversity – Yongs [Page 75]
- Legal Defense Fund – McDonough [Page 79]
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 3, 2007
HYATT REGENCY CAPITOL HILL
WASHINGTON, D.C.

MEETING CALLED TO ORDER
With President Christine Tatum presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1:19 p.m. on Wednesday, October 3, 2007 at the Hyatt Regency Capitol Hill in Washington, D.C.

ROLL CALL
In addition to President Tatum, the following were present for all or a portion of the meeting: President-Elect Clint Brewer; Secretary-Treasurer Dave Aelkens; Immediate Past President David Carlson; Vice President, Campus Chapter Affairs Mead Loop; Directors at-Large Sally Lehrman and Molly McDonough; Campus Advisers at-Large Sue Kopen-Katcef and Neil Ralston; Campus Representatives John Patrick and Erin Smith; Regional Directors Holly Fisher, Kevin Smith, Richard Roth, Rae Sylvester, Travis Poting, Deb Hurley, and Sonny Albaredo. Staff members present included Executive Director Terrence G. Harper, Associate Executive Directors Chris Vachon and Julie Grimes; and Editor Joe Skeel.

MINUTES APPROVED
Upon proper motion and second by Hurley and Katcef, respectively, the board approved the minutes of the May 19, 2007 and August 30, 2007 board of directors meetings.

STRATEGIC PLAN UPDATE
Grimes pointed out that all board members were involved in one way or another in the process of developing a strategic plan for the Society. It can now be used as a guide for the board and a plan for success. She covered the three main areas of the plan, including the master document, broad goals and current year goals.

Brewer asked the board to review a recommendation from Diversity Committee Chairwoman Sally Lehrman for additions to the inclusion section of the strategic plan. Brewer indicated that the board would discuss and vote at a later date.

Upon proper motion and second by Aelkens and Smith, respectively, the board endorsed the strategic plan.

It is added parenthetically to these minutes that at a subsequent board meeting held on November 1, 2007, some of Lehrman’s suggestions were added to the plan. The plan, as amended on November 1, 2007, is attached to these minutes as Exhibit A.

LEGAL DEFENSE FUND PROCEDURES
Bob Becker discussed his recommendations with respect to SPJ’s procedures for reviewing and approving LDF grant requests and signing on to amicus briefs. Bob recommends that SPJ checklist be created for handling such matters. In addition, he suggested that SPJ develop a set of guidelines for requests to sign on to amicus briefs separate from current LDF grant request guidelines. The board took no formal action on Becker’s recommendations although it did agree by consent to expand the committee that votes on these requests to include the President; President-Elect; Secretary-Treasurer; Vice President, Campus Chapter Affairs, and chairmen of the Freedom of Information and Legal Defense Fund committees.
**BLOGGING REGISTRATION**
Tatum proposed a policy requiring anyone posting to SPJ’s blogs to register. The policy would not require a person to share his or her real name, but it would require at least a working e-mail address. As a result, it would be much easier for SPJ to identify problem posters. The policy would continue to allow members and non-members to post comments on SPJ blogs.

*Upon proper motion and second by Poling and Albarado, respectively, the board approved the above proposal subject to the Society’s adopting a privacy policy and terms of use for the Web site.*

**MEDIA BUSINESS ISSUES**
Brewer discussed the merits of a having a statement on SPJ’s involvement in business matters affecting journalism to be used in guiding the board in certain situations. The group discussed the idea of getting input from members on this topic. Regional directors would be responsible for soliciting input from chapters in their respective regions.

The survey content should come from a committee consisting of a representative from the diversity, ethics, and FOI committees, along with appointed board members.

*Upon proper motion and second by Aeikens and Carlson, respectively, the board authorized Brewer to appoint a committee to develop questions for a survey on media business issues. The survey questions will be presented to the board for approval.*

**CITIZEN JOURNALISM ACADEMIES**
Tatum requested the board’s input on the location for the first academies.

*Upon proper motion and second by Brewer and McDonough, respectively, the board approved Chicago, Greensboro, N.C., and Los Angeles as sites for the Citizen Journalism Academies.*

**ADJOURNMENT**
There being no further business to come before the board, Tatum declared the meeting adjourned at 3:51 p.m. on Wednesday, October 3, 2007.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 7, 2007
HYATT REGENCY CAPITOL HILL
WASHINGTON, D.C.

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of
Professional Journalists was called to order at 8:02 a.m. on Sunday, October 7, 2007 at the Hyatt
Regency Capitol Hill in Washington, D.C.

ROLL CALL
In addition to President Brewer, the following were present for all or a portion of the meeting:
President-Elect Dave Aeikens; Secretary-Treasurer Kevin Smith; Vice President, Campus
Chapter Affairs Neil Ralston; Directors at-Large Sally Lehrman and Bill McCloskey; Campus
Advisers at-Large Sue Kopen-Katcef and Mead Loop; Campus Representatives Taylor Rausch
and Melissa Patterson; Regional Directors Carolyn James, Ann Augherton, Darcie Lunsford,
Jeremy Steele, Richard Roth, Gordon Govier, Ron Sylvester, Travis Poling, Deb Hurley, and
Sonya Smith. Staff members present included Executive Director Terrence G. Harper; Associate
Executive Directors Chris Vachon and Julie Grimes; and Editor Joe Skeel.

REGIONAL DIRECTOR APPOINTMENT
With Kevin Smith’s election to the position of Secretary-Treasurer of the Society, a vacancy was created
for the director of Region 4. Smith reported that he had recruited Jeremy Steele, business reporter at the
Lansing State Journal and immediate past president of the Mid-Michigan Pro Chapter, to serve the
remaining year of his term.

Upon proper motion and second by Kevin Smith and Sylvester, respectively, the board appointed
Jeremy Steele as the Region 4 Director.

EXECUTIVE COMMITTEE ELECTIONS
Brewer opened the floor to nominations for the two at-large seats on the executive committee,
joining the officers and immediate past president.

Upon proper motion and second by Aeikens and Hurley, respectively, Sylvester was nominated to
serve on the Executive Committee.

Upon proper motion and second by McCloskey and Roth, respectively, Lehrman was nominated to
serve on the Executive Committee.

There being no further nominations, Brewer called for a vote. Sylvester and Lehrman were unanimously
elected to serve on the executive committee.

REGIONAL DIRECTORS SWORN IN
Brewer administered the oath of office to new regional directors Jeremy Steele, Region 4, and Sonya
Smith, Region 11.
SIGMA DELTA CHI FOUNDATION BOARD OF DIRECTORS

The SPJ President may appoint as many SPJ board members to the Sigma Delta Chi Foundation board of directors so long as the majority of the Foundation directors are independently elected by the Foundation board. Brewer announced the following one-year appointments to the Sigma Delta Chi Foundation board of directors: Brewer, Aeikens, Kevin Smith, Ralston, Tatum, Augherton, Katec, and Hurley.

Brewer also asked the board to ratify the elections of the officers and directors of the Sigma Delta Chi Foundation. Officers elected to one-year terms were:

- Vice President Robert Leger
- Secretary Irwin Gratz
- Treasurer Howard Dubin

Foundation directors elected to three-year terms, expiring in 2010, were:

- David Carlson
- Al Cross
- Howard Dubin
- Hoag Levins
- Russ Pulliam

Upon proper motion and second by Aeikens and McCloskey, respectively, the board approved Brewer’s appointments to the Sigma Delta Chi Foundation board of directors, and ratified the elections of the officers and directors to the Sigma Delta Chi Foundation.

COMMITTEE CHAIR APPOINTMENTS

Brewer appointed the following committee chairs:

- Bylaws: Bob Becker
- Convention 2008 Programming: Holly Fisher
- Diversity: Pueng Vongs
- Ethics: Andy Schotz
- Freedom of Information: David Cuillier
- Generation J: Michelle Maskaly
- Legal Defense Fund: Molly McDonough
- Membership: John Ensulin
- Professional Development: vacant
- Project Watchdog: Stephanie Overman

The chairman positions for the Freelance, Resolutions, Journalism Education, Awards and International Journalism committees were left vacant at the time of the meeting.

FINANCE COMMITTEE APPOINTMENTS

Brewer appointed Roth and McCloskey to the Finance Committee and asked for the board to ratify the appointments.

Upon proper motion and second by Aeikens and Lehrman, respectively, the board ratified the appointments of Roth and McCloskey to the Finance Committee.
**SPRING CONFERENCE EVALUATION COMMITTEE**
Brewer appointed a committee to evaluate SPJ’s spring/regional conference structure and to make recommendations to the board for improvements. The committee members are: Lunsford, Hurley, Poling, Sylvester, Steele and Govier.

**BOARD ORIENTATION**
Bill Culbertson, Baker & Hostetler, conducted an orientation session for the board of directors where he reviewed their responsibilities and duties.

**NEW BUSINESS**
**SPJ FILM**
Brewer inquired as to the status of the SPJ Film. The board voted in May 2006 to fund a film that was going to be made by the University of Florida. The film is not going to be produced.

**COMMITTEE TO REVIEW PROFESSIONAL SERVICES**
Brewer appointed a committee to review the Society’s arrangements for professional services (e.g. accounting, legal). Committee members are: Brewer, Kevin Smith, McCloskey, Roth and Harper.

**PROJECT WATCHDOG**
Brewer requested the group to give some thought to the Project Watchdog program. He posed the question “What should we do with this program in the future?”

**STRATEGIC PLAN RECOMMENDATION**
Brewer asked the board to review a recommendation, from diversity chair Sally Lehrman, for additions to the inclusion section of the strategic plan. Brewer indicated that the board would discuss and vote at a later date. Lehrman’s recommendation:

In Broad Goals - Add:
4. Educate journalists on and promote the tenets of inclusive journalism.
5. Ongoing assessment of professional development and other content to support the goal of inclusive coverage.

In Master Document - The description of objectives would change to:
Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession and in news audiences.

Add:
4. Educate journalists on the promote the tenets of inclusive journalism (2007-8)
   a) Incorporate diversity in all SPJ training and professional development
   b) Market and maintain the Rainbow Source Book and Diversity Tool Box
   c) Highlight connections between the SPJ ethics code and inclusion in content
   d) Collaborate with other organizations on content and staffing issues
   e) Participate in advocacy for inclusive newsrooms
   f) Participate actively in the industry’s Diversity Week
   g) Promote our Source Book to journalism schools and other journalism organizations and encourage more links

**ADJOURNMENT**
A motion was made by McCloskey and Ralston to adjourn the meeting at 9:50 a.m.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
NOVEMBER 1, 2007
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 4:02 p.m. on Thursday, November 1, 2007, via a telephonic conference call.

ROLL CALL
In addition to Brewer, the following were in attendance: President-Elect Dave Aeikens; Secretary-Treasurer Kevin Smith; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Christine Tatum; Directors at-Large Sally Lehrman and Bill McCloskey; Campus Adviser at-Large Sue Kopen Katec; Student Representatives Melissa Patterson and Taylor Rausch; Regional Directors Ann Augherton, Darcie Lunsford, Jeremy Steele, Gordon Goveir, Travis Poling and Deb Hurley; and Legal Defense Fund committee chairwoman Molly McDonough. Staff members present included Executive Director Terry Harper; Associate Executive Directors Chris Vachon and Julie Grimes; and Editor Joe Skeel.

LEGAL DEFENSE FUND REQUEST
McDonough reported that Carlos Miller, a freelance photographer in Miami who had already been awarded a $1,000 grant from the Legal Defense Fund, was requesting an additional grant for his upcoming trial. McDonough reported that the LDF committee supported an additional grant of $1,000 even though there were some concerns expressed that Miller violated a direct police order to stop photographing prior to his arrest.

Aeikens made a motion to make an additional $1,000 grant from the Legal Defense Fund to assist Carlos Miller. Kopen Katec provided the second. Tatum offered a friendly amendment to increase the grant to $2,000. The amendment was accepted. The motion passed unanimously.

STRATEGIC PLAN REVISIONS
At the SPJ board of directors meeting on October 3, Lehrman proposed a number of additions to the Inclusion section of the Strategic Plan. The board was asked to consider the revisions to be voted upon a later date.

Upon proper motion and second by Lehrman and Lunsford, respectively, the board adopted the following changes relative to Inclusiveness in the Strategic Plan:

Under Broad Goals:

4. Educate journalists on and promote the tenets of inclusive journalism.
5. Ongoing assessment of professional development and other content to support the goal of inclusive coverage.
Under Master Document:

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession and in news audiences.

4. Educate journalists on and promote the tenets of inclusive journalism
   a. Incorporate diversity in all SPJ training and professional development.
   b. Market and maintain tools to promote inclusive content.
   c. Highlight connections between the SPJ ethics code and inclusion in content.
   d. Collaborate with other organizations on content and staffing issues.
   e. Participate in advocacy for inclusive newsrooms.

A copy of the revised Strategic Plan is attached to these minutes as Exhibit A.

ADJOURNMENT
There being no further business to come before the board, Brewer declared the meeting adjourned at 4:35 p.m. on Thursday, November 1, 2008.
MINUTES
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS
MARCH 18, 2008
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 4:01 p.m. on Tuesday, March 18, 2008, via a telephonic conference call.

ROLL CALL
In addition to President Brewer, the following were present for all or a portion of the meeting: President-Elect Dave Aeikens; Secretary-Treasurer Kevin Smith; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Christine Tatum; Campus Adviser at-Large Mead Loop; Campus Representative Melissa Patterson; Regional Directors Carolyn James, Ann Augherton, Jeremy Steele, Travis Poling; Deb Hurley and Sonny Albarado. Staff members present included Executive Director Terrence G. Harper; Associate Executive Directors Chris Vachon; and Editor Joe Skeel.

AWARDS & HONORS COMMITTEE CHAIRWOMAN
Brewer reported that Ginny Frizzi has accepted his appointment to serve as chairwoman of the Awards & Honors Committee, negating any further action by the board of directors.

APPOINTMENT OF THE REGION 10 DIRECTOR
Region 10 Director Tom Henderson resigned on February 20, 2008. Brewer issued a call to members in Region 10 for qualified candidates. Four members either volunteered or were nominated: former Region 10 Director Scott Maben; Kathy Campbell, Univ. of Oregon; and retired members Oren Campbell and Fred Lark. Campbell and Lark indicated they would be willing serve in the event no one else was identified. Prior to the meeting, Campbell withdrew her name from consideration.

Upon proper motion and second by Aeikens and Tatum, respectively, Scott Maben was appointed to serve as interim Region 10 Director until the 2008 convention when a permanent replacement will be elected by the region to serve the remainder of Henderson’s unexpired term, until the 2009 convention. The vote was unanimous.

ADJOURNMENT
There being no further business to come before the board of directors, Brewer declared the meeting adjourned at 4:07 p.m. on Tuesday, March 18, 2008.
February 4, 2008

Linda Hall
Membership Coordinator
Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, Ind. 46208

Dear Ms. Hall:

This letter is to request that the Florida A&M University Society of Professional Journalists be re-activated as a chapter. On August 1, 2007, the chapter received a letter stating it was no longer in good standing. The chapter became inactive during the fall 2005 semester after its faculty adviser left the FAMU School of Journalism & Graphic Communication for a position at another university. That same year, the SPJ student president graduated. Prior to the inactivity, SPJ was one of the most active student organizations on campus. It hosted regular professional development seminars, and its members won several awards over the years. Most recently, four of its members and Journey magazine were presented Region 3 Mark of Excellence Awards for 2006.

FAMU winners included:

1. General Column Writing Second Place: Driadonna Roland
   Second Place: Ebonie Ledbetter, “A League of Their Own.”
3. Best Student Magazine – Second Place: Staff, Journey
4. Television General News Reporting Tejay Henderson, “Pitbull Fighting”

I have been appointed the new faculty adviser. On Jan. 28, the new chapter held its second meeting and elected the following officers:

PRESIDENT - DRIADONNA ROLAND
VICE PRESIDENT - AKEEM ANDERSON
SECRETARY - MATTHEW RICHARDSON
TREASURER - YEWANDE ADDIE

See attachment No. 1 for chapter membership list.

Chapter dues is $4. The FAMU SPJ has an active bank account with Capital City Bank, Tallahassee, with $156.52. The current members with authorized access are: Driadonna Roland, Yewande Addie and myself.
PLAN OF ACTION

The FAMU SPJ has several programs and events it plans to launch this semester. The first chapter-sponsored event is “Real World, Real Talk,” scheduled for February 18, 2008. The members are assembling a panel of older women and men from diverse backgrounds who can offer guidance to the younger generation about developing into productive and healthy adults. SPJ members have selected professors/professionals who they feel students are comfortable speaking with. There will be a separate session for men and women and then a general session for all participants.

In order to keep its members and interested students informed, FAMU SPJ has created a Facebook Group titled “FAMU Society of Professional Journalists.”

The FAMU SPJ also established three committees charged with growing the organization and improving its role in the local community. The Activities Committee, chaired by Angelica Roberts, is in charge of developing events and activities for SPJ on and off campus. The Fundraising Committee, led by Corbin Robinson, is responsible for developing innovative fundraisers to enhance SPJ. Finally, its Publicity Committee, headed by Vega Kondra, is working to promote SPJ’s activities and image to the community at large.

Other upcoming events include:
1. Volunteering at The Shelter (to assist the homeless)
2. Tutoring SJGC students who are on academic probation
3. Instituting a professional mentorship program
4. Hosting a workshop for campus organizations to learn how to work with the student media

For additional information concerning the reorganization of the FAMU SPJ, feel free to contact yanela.gordon@famu.edu, droland_628@yahoo.com, or sanderson032@yahoo.com. We look forward to your support in reactivating our campus chapter. If you need any additional information, I can also be reached at (850) 412-5395.

Sincerely,

Yanela Gordon

SPJ Adviser
April 17, 2008

From: Darcie Lunsford, Region 3 Director

RE: Reinstatement Florida A&M University chapter

I would strongly recommend reinstating the Florida A & M University campus chapter. The chapter was once an integral part of the SPJ’s southeast region. I believe it can be again under the guidance of advisor Yanela Gordon,

Sincerely,

Darcie Lunsford
January 8, 2008

National Board of Directors
Society of Professional Journalists
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St., Indianapolis, IN 46208

To the members of the National Board,

With the relatively recent creation of a full-scale journalism program here at the New England School of Communications in Bangor, Maine, faculty and students have come to agreement that it would be professionally advantageous for us to organize a campus chapter of the Society of Professional Journalists. We have had extensive contact with the sole professional chapter here in Maine—the Maine Pro Chapter of SPJ—and they have kindly agreed to take us under their wing as a satellite chapter. They have kindly advised us of the steps needed to get our group up and running officially.

Our organizing meeting yielded a list of 17 interested students, and a slate of officers (attached). We determined that $10 per year per student would be appropriate local dues for starting out, and we organized and carried out our first program (a presentation by a Lewiston, Maine photojournalist who made national headlines by capturing a fleeing suspect at the request of local police) just before the end of the fall semester. We hope to convene an officers meeting at the beginning of the spring semester, and plan to schedule and carry out two more programs prior to the beginning of the year.

We understand the importance of professional contacts and input in journalistic development; we are tremendously grateful to the Maine Pro Chapter of SPJ for taking us under their wing, and we look forward to growing our chapter and participating in statewide, regional, and national SPJ activities in years to come. We hope the National Board will formally endorse the New England School of Communications satellite chapter of SPJ.

Sincerely,

Mark Kelley, Ph.D.
SPJ Satellite Chapter Faculty Advisor
Director of Journalism
New England School of Communications
Carolyn James
Region One Director, SPJ
903 Warwick Ln.,
Bay Shore NY 11706

National Board of Directors
Society of Professional Journalists
3909 N. Meridian St., Indianapolis IN 46208

Dear Members of the Board:

More than a century ago, a group of students got together and, in the interest of establishing guidelines and an ethical standard for the journalism profession, formed the organization that is known today as the National Society of Professional Journalists. Over the past 100 years there have been many changes and today the organization represents students and professional journalists reaching around the globe in its mission to protect freedom of speech, democratic rights and the rights of journalists to do their jobs.

That is why I am pleased, once again, to write to you in support of establishing a student chapter in Region One. The New England School of Communications in Bangor, Maine has laid the groundwork and organized an effort to join the Maine Pro chapter as a student satellite. I understand they have already been in touch with you to begin this process, and I wanted to add my name to those of others who wholeheartedly support the approval of the new student chapter in Maine.

Thank you for your consideration.

Carolyn James
516-798-5100
April 2, 2008

President Clint Brewer
Society of Professional Journalists
3903 N. Meridian
Indianapolis, IN 46208

Dear Mr. Brewer and other members of the Board of Directors,

It is with great pride in the efforts of professional journalists in the "small in numbers, but large in geographical area" state of Wyoming that I write to you today asking you to approve a charter for the Wyoming Professional Chapter of SPJ.

Since the summer of 2006, professional journalists in Wyoming have been working to re-establish an SPJ professional chapter in the Equality State. In September of that year, with the guidance of Region 9 Director Deb Hurley and then-SPJ National President Christine Tatum, we held a day-long seminar and initial membership meeting.

At that meeting, I agreed to take on the presidency of this fledgling chapter, which had just registered its first handful of members. In the year and a half since that day, however, I have watched our Executive Committee come together as a team and work hard to fulfill the requirements of first a provisional chapter and now, hopefully, a fully chartered chapter.

As you will see in the enclosed materials, we're still struggling with how to schedule a large number of events annually because of the large territory we cover and the many miles of nothing between towns in Wyoming. But with our new plan to divide the state into four quadrants and hold at least one professional development session annually in each quadrant, I am optimistic we will be able to hold more training sessions each year.

We have an energized Executive Committee, ideas for growing our membership and the willingness to put in the time and effort to make the Wyoming Professional Chapter a success. Now we need your support.

Thanks in advance for your consideration.

Sincerely,

Brian K. Martin
Wyoming Pro Ch
Cc: Wyoming Pro

[Signature]
To: Clint Brewer  
    President, SPJ  
    SPJ board of directors

From: Deb Hurley  
    Region 9 director

Re: Charter for Wyoming Pro

Date: March 31, 2008

It is with great pleasure that I support the Wyoming Pro chapter’s petition for a charter from the national board of SPJ. The journalists serving as officers for this chapter—which has had provisional status since April 2007—are committed to keeping the chapter moving forward.

As you can see by the packet of materials, the chapter has been active for the past 18 months. The officers also have created a plan to help keep the chapter active including a quadrant system that will allow the chapter to provide smaller professional development workshops to help journalists in those areas. The officers are planning what will become a once-a-year day-long seminar in June for professional development and a chapter meeting to elect officers. This year’s seminar is June 14.

These officers meet for a conference call on Saturday mornings to discuss issues affecting the Wyoming Pro Chapter. They are committed to the success of the chapter and to helping journalists in Wyoming.

I am confident that the members of Wyoming Pro will be successful in sustaining their chapter. Please vote to give Wyoming Pro a charter.
SOCIETY OF PROFESSIONAL JOURNALISTS
STRATEGIC PLAN: MASTER DOCUMENT
(APPROVED NOV. 1, 2007, BY THE SPJ BOARD OF DIRECTORS)

MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society’s Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

1. Equip the public to evaluate all forms of journalism. (2007-2008)
   a. Identify and present the components of ethical journalism. (2007-2008)
   b. Facilitate communication between news consumers and news providers. (2007-2008)
      • Consider development of a Web-based tool for consumers to communicate with news providers (2007-2008)
      • Continue development of “Code Words” blog (2007-2008)
   c. Increase emphasis on exceptional, ethical journalism through Newsgems, awards programs and other identified vehicles.
   d. Communicate with the public about responsible and irresponsible journalistic decisions.
   e. Increase dialogue about responsible journalism (2007-2008)
      • Launch a speakers bureau to bring journalists to community and civic groups. (2007-2008)
      • Utilize the Project Watchdog effort more to create public engagement in the discussion about responsible reporting. (2007-2008)
      • Provide context for discussions about the Code of Ethics, including an explanation for why the Society voluntary and not mandatory. (2007-2008)
      • Consider a forum for the public to comment on their local and national news.
      • Introduce the code to organizations outside of journalism. (2007-2008)
   f. Expand the public and press section of spj.org.
   g. Maintain commitment to the Society’s Ethics Campaign.

2. Educate journalists on the tenets of responsible journalism. (2007-2008)
   a. Incorporate ethics components in all SPJ training.
   b. Partner with other associations to provide ethics training at outside conferences and training outlets.
   c. Seek to have the Code of Ethics included in journalism course curriculums.
   d. Make ethics training tools more appealing.
      • Evaluate and improve the ethics section of spj.org
      • Web-based ethics content will become more interactive.
      • Create Web features for each of the Code’s guiding principles.
   e. Use commonly asked questions from the ethics hotline and email queries and share the answers to those questions with a broader audience.
   f. Encourage other organizations to link to the Code of Ethics.
   g. Get the Code of Ethics into the nation’s newsrooms, chat rooms and other public forums where journalists and the public gather. (2007-2008)
   h. Continue to develop new ethics content for Society publications.

3. The Code of Ethics will be re-evaluated, updated, and refreshed on an ongoing basis, making it a “living document” that reflects the issues in the industry. (2007-2008)
   a. Evaluate the code in relation to electronic news delivery and new content providers.
   b. Every member will receive a copy of the code. (2007-2008)
   c. Maintain due diligence by regularly evaluating the language of the code.
PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession’s discipline evolves.

1. Initiate action to make/keep governmental meetings and records accessible. *(2007-2008)*
   a. Evaluate the tools, resources, and effectiveness of the Sunshine Network. Recognize and use existing infrastructures and adapt to a changed environment. *(2007-2008)*
   b. Make the Sunshine Network more visible to journalists.
   c. Better identify threats and successes by making the Sunshine Network more active, identifying and reporting to the organization on both state and federal issues.
   d. Establish a method to follow legislation affecting openness.
   e. Maintain regular discussions with lawmakers at the state and national levels.
   f. Seek partnerships with organizations already engaged in this work.

2. Educate journalists on governmental access (laws, role in democracy, etc.).
   a. Evaluate and improve the FOI section of spj.org.
   b. Provide training in this area to other organizations.
   c. Make FOI information and laws readily available to newsrooms and journalists.
   d. Coordinate with state press associations, broadcast associations and open government groups.
   e. Continue to develop new FOI content for Society publications.

3. Protect journalists from government impediments against a free press. *(2007-2008)*
   a. Maintain support for a federal shield law. *(2007-2008)*
   b. Support statewide shield law efforts as they arise.
   c. Ensure that all actions undertaken by the Society include comprehensive information about why they are important to both journalists and the public’s right to know. (Generate comprehensive explanation about why reporters privilege is necessary.)

   a. Develop organizational partnerships that support press freedom and open government.
   b. Create resources for individual members to facilitate discussion between the newsroom and the community about the need for press freedom.
   c. SPJ will be an active participant in Sunshine Week. *(2007-2008)*
   d. Increase public support for press freedom and open government at the high school and middle school levels.

5. Be visible and timely with responses to threats to press freedoms.
   a. Educate Sunshine Chairs and members about informing the national organization about potential threats.
   b. Staff will stay abreast of potential threats.
   c. Develop relationships with major media outlets.
   d. Consider a spokesperson who can respond quickly to issues without impediments.

6. Support and defend journalists through the Legal Defense Fund (LDF) as they face court issues.
   a. Encourage individual contributions to the LDF.
   b. Encourage corporate donations to the LDF.
   c. Do more reporting on LDF grants and cases – initial notes, stories, personalization of the cases, and results.

7. Support a free press at the collegiate and scholastic levels.
   a. Create openness education tools for collegiate journalists.
b. Develop relationships with the Student Press Law Center and other organizations that support a free collegiate press.

c. Improve SPJ's response to threats to scholastic and collegiate journalism.

d. Educate professionals about the importance of press freedom for the scholastic and collegiate press.

e. Encourage states to pass legislation ensuring freedom of expression in student media.
   • Utilize model legislation.
PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.

1. Create a mechanism to determine the Society’s training priorities. (2007-2008)
   A. Annually survey members, universities and employers regarding training needs.
   B. Establish a training committee, separate from the current committee that plans the national conference, to help determine the Society’s annual and long-term training priorities. (2007-2008)
   C. Consider preparing an annual training calendar.

2. Create training opportunities that reflect industry and membership needs. (2007-2008)
   A. Generate reliable, quality audio/video recordings of Society programs.
   B. All training will include education about SPJ’s core values and mission. (2007-2008)
   C. Create training plans tailored to identified membership populations.
   D. Create electronic complements to all training offerings.
   E. Focus on skills-based, hands-on training.
   F. Explore a continuing education program for journalists, with the implementation at regional and national levels.
   G. Society publications will include training resources.
   H. Seek to build partnerships that would facilitate SPJ’s training efforts (universities, etc.)

3. Ongoing evaluation of training and professional development programs.
   A. Evaluate regional conference structure and implement changes to better meet the organization’s training priorities. (2007-2008)
   B. Annually review the Society’s training offerings as a whole.
INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society’s leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.

1. **Increase the number/percent of under-represented populations in leadership positions and membership. (2007-2008)**
   a. Identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that representation. Actively recruit people of identified backgrounds. (2007-2008)
   b. Increase connections and partnerships with other organizations to better reflect those communities.
   c. Make national opportunities for leadership more visible, more inviting and more easily understandable.
   d. **Increase SPJ’s visibility in new places (emerging media) and new populations (diverse backgrounds). (2007-2008)**

2. **Create a welcoming culture for journalists of all backgrounds and disciplines. (2007-2008)**
   a. Examine SPJ’s organizational structure and identify any “unwelcoming” areas.
   b. Facilitate connections among members based on interests and backgrounds
   c. Create an introductory video – Faces of SPJ – to be viewed at organization gatherings.
   d. Publications will be welcoming to diverse individuals and will reflect diversity.
   e. Ensure that diverse individuals see themselves reflected at spj.org.
      - Consider a content analysis of the site.
      - Consider a site organization by discipline in addition to the current organization by mission-based resources.
   f. **Identify and welcome first-time participants in SPJ events such as the national conference. (2007-2008)**
   g. **Consider a definitive statement on the organization’s diversity position. (2007-2008)**

3. Ongoing assessment of membership makeup and needs.
   a. Implement an annual survey to determine needs and interests within the organization’s demographic groups.
   b. Create a mechanism to prioritize the Society’s inclusiveness efforts based on industry and member needs.
      - Re-purpose the Membership Committee to accomplish this task.

4. **Educate journalists on and promote the tenets of inclusive journalism. (2007-2008)**
   a. Incorporate diversity in all SPJ training and professional development.
   b. Market and maintain tools to promote inclusive content.
   c. Highlight connections between the SPJ ethics code and inclusion in content.
   d. Collaborate with other organizations on content and staffing issues.
   e. Participate in advocacy for inclusive newsrooms.
   f. **Participate actively in the industry’s Diversity Week. (2007-2008)**

5. Ongoing assessment of professional development and other content to support the goal of inclusive coverage.
MEMBER CONNECTIONS

Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.

1. **Develop Web features that facilitate interaction and information delivery. (2007-2008)**
   - A. Create online networking opportunities aimed at membership recruitment and retention.
     - Through a mentor program, create opportunities for members to connect with potential mentors.
   - B. Seek opportunities to engage journalists who are not currently members. This may include creating a process for all site users to first register at sjp.org or other methods to identify journalists interested in SPJ and its resources. (2007-2008)
   - C. Strengthen members’ connection to the organization and each other through online resources. (2007-2008)
   - D. Introduce journalists to SPJ through online resources.
   - E. Create electronic complements to all training/professional development.
   - F. Forum to foster lively debate about emerging journalism topics.
   - G. Forum for industry leaders to communicate with young professionals.
   - I. Expand the Society’s online training resources through appropriate means.
   - J. Evaluate the success and reach of all current Web features as well as the site structure and technology.

2. **Establish standards for effective communication with members. (2007-2008)**
   - A. Evaluate content, format, frequency, and mailing lists for all regular communications. (2007-2008)
   - B. Ensure valid e-mail addresses for members. (2007-2008)
   - C. Create interest sections to manage member communications, giving members a choice in communications topics.

   - A. Create uniform technology practices/languages.
   - B. Assess the Society’s content management system and ensure it meets the current and future needs of the organization. (2007-2008)
   - C. Create a template for chapter Web pages along with “best practices” guides. (2007-2008)
   - D. Expand chapter leader resources related to the database.
   - E. Evaluate the association management software and ensure it meets the current and future needs of the organization. (2007-2008)
   - F. Continue to explore and utilize emerging technology resources such as YouTube, Facebook, etc. (2007-2008)
SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society’s leadership and overall operations.

Objectives for this area will strengthen the Society’s volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.

1. Equip volunteers with necessary resources to understand and perform their duties. (2007-2008)
   A. Develop action plans for all committees. (2007-2008)
   B. Create and distribute job descriptions for officers, directors and committee leaders. (2007-2008)
   C. Develop a leader training program for board members and committee chairs. (2007-2008)
   D. Prepare handbooks for board members, committee chairs and chapter presidents. (2007-2008)

2. Improve volunteer structure to increase its effectiveness. (2007-2008)
   A. Expand the composition of the Nominations Committee in order to better identify and develop potential leaders. (2007-2008)
   B. Evaluate the structure of the national board and make recommendations for any necessary changes in order to meet strategic goals.
   C. Review the roles and responsibilities of each board position and evaluate the adequacy of resources provided to them to in order to accomplish their goals.
   D. A board liaison will meet annually, on an individual basis, with committee chairs to develop and review action plans. (2007-2008)
     - This liaison might be the president-elect or secretary/treasurer of the board, in consultation with the president. (2007-2008)
     - Annually review committee relevance and ability to meet strategic goals. (2007-2008)

3. Ongoing evaluation of programs and services to ensure proper deployment of resources. (2007-2008)
   A. Generate an annual compilation of all programs and services of the Society. (2007-2008)
   B. Prioritize the annual programs and services of the Society. (2007-2008)
   C. Evaluate the effectiveness of the annual convention and make recommendations for any changes needed to meet strategic goals and reflect the needs of the profession. (2007-2008)

4. Improve collaboration between staff and leadership. (2007-2008)
   A. Include volunteer leaders in the annual budgeting process from the earliest planning stages. (2007-2008)
   B. Include volunteer leaders in the grant-seeking process from the earliest planning stages. (2007-2008)
   C. Create a regular communication vehicle between staff and board about issues of importance to the Society. (2007-2008)
   D. Create opportunities for staff and board to regularly collaborate about organizational issues. (2007-2008)
     - Incorporate small-group work into regular board meetings. (2007-2008)

5. Create viable professional and campus chapter structures.
   A. Research association best practices regarding chapter structure.
B. Review the current chapter ranking system, eliminating bureaucracy and creating a single set of standards for a viable chapter.

C. Create a planning tool to guide a chapter's yearly activities.

D. Revise the leader guidebook and create a working calendar for chapter leaders.

E. Survey past chapter leaders about chapter management needs and expectations.

F. Provide at least one annual training program/resource per year to all interested professional chapters.

G. Consider an annual chapter leader meeting during the convention.

H. Provide education, resources and one-on-one connections to chapter advisers.

6. Ongoing evaluation of organizational governance (one member, one vote)
   A. Review the work to date on governance work, particularly the current delegate representation system.
   B. Survey the full membership about governance issues to gain an understanding of its importance to individual members.
   C. Use survey results to set future course for governance discussions and proposals.

   A. Create a scouting committee that will be looking ahead to the future needs and changes in the industry. (2007-2008)
   B. Report trends and discoveries to national leadership including board, staff, committee chairs and other appropriate leaders. (2007-2008)
   C. Follow demographic/discipline changes within the profession.
   D. Look for business opportunities within the profession.
   E. Stay abreast of technology changes and the influence of those changes on the profession.

8. Build member-to-member connections within the organization.
   A. Assist chapters with local, face-to-face networking opportunities.
   B. Encourage chapter-to-chapter collaboration, particularly professional/campus chapter collaboration.
   C. A national board or staff member should visit each pro chapter at least once every two years with the goal of increasing communication and local/national connections.
   D. Better communicate standards for successful chapters to chapter leaders.

9. Regularly evaluate the implementation of the goals and objectives outlined in this strategic plan. (2007-2008)
   A. Designate a team leader to ensure the strategic plan and strategic priorities are implemented through all Society activities. (2007-2008)
SOCIETY OF PROFESSIONAL JOURNALISTS
STRATEGIC PLAN: BROAD GOALS
(ENDORSED OCTOBER 3, 2007, BY THE SPJ BOARD OF DIRECTORS)
(AMENDED ON NOVEMBER 1, 2007)

MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society's Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.
1. Equip the public to evaluate all forms of journalism.
2. Educate journalists on the tenets of responsible journalism.
3. The Code of Ethics will be re-evaluated, updated, and refreshed on an ongoing basis, making it a "living document" that reflects the issues in the industry.

PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession's discipline evolves.
1. Initiate action to make/keep governmental meetings and records accessible.
2. Educate journalists on governmental access (laws, role in democracy, etc.).
3. Protect journalists from government impediments against a free press.
5. Be visible and timely with responses to threats to press freedoms.
6. Support and defend journalists through the Legal Defense Fund (LDF) as they face court issues.
7. Support a free press at the collegiate and scholastic levels.

PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.
1. Create a mechanism to determine the Society's training priorities.
2. Create training opportunities that reflect industry and membership needs.
3. Ongoing evaluation of training and professional development programs.
INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society’s leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.
1. Increase the number/percent of under-represented populations in leadership positions and membership.
2. Create a welcoming culture for journalists of all backgrounds and disciplines.
3. Ongoing assessment of membership makeup and needs.
4. Educate journalists on and promote the tenets of inclusive journalism.
5. Ongoing assessment of professional development and other content to support the goal of inclusive coverage.

MEMBER CONNECTIONS
Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.
1. Develop Web features that facilitate interaction and information delivery.
2. Establish standards for effective communication with members.
3. Organize the Society’s technology infrastructure.

SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society’s leadership and overall operations.

Objectives for this area will strengthen the Society’s volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.
1. Equip volunteers with necessary resources to understand and perform their duties.
2. Improve volunteer structure to increase its effectiveness.
3. Ongoing evaluation of programs and services to ensure proper deployment of resources.
4. Improve collaboration between staff and leadership.
5. Create viable professional and campus chapter structures.
6. Ongoing evaluation of organizational governance (one member, one vote)
7. Understand journalism trends and innovations.
8. Build member-to-member connections within the organization.
9. Regularly evaluate the implementation of the goals and objectives outlined in this strategic plan.
SOCIETY OF PROFESSIONAL JOURNALISTS

STRATEGIC PLAN: CURRENT YEAR GOALS (2007-2008)

(ENDORSED OCTOBER 3, 2007, BY THE SPJ BOARD OF DIRECTORS)
(AMENDED ON NOVEMBER 1, 2007)

MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society’s Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

1. Equip the public to evaluate all forms of journalism. (2007-2008)
   a. Identify and present the components of ethical journalism. (2007-2008)
   b. Facilitate communication between news consumers and news providers. (2007-2008)
      • Consider development of a Web-based tool for consumers to communicate with news providers (2007-2008)
      • Continue development of “Code Words” blog (2007-2008)
   c. Increase dialogue about responsible journalism (2007-2008)
      • Launch a speakers bureau to bring journalists to community and civic groups. (2007-2008)
      • Utilize the Project Watchdog effort more to create public engagement in the discussion about responsible reporting. (2007-2008)
      • Provide context for discussions about the Code of Ethics, including an explanation for why the Society voluntary and not mandatory. (2007-2008)
      • Introduce the code to organizations outside of journalism. (2007-2008)

2. Educate journalists on the tenets of responsible journalism. (2007-2008)

3. The Code of Ethics will be re-evaluated, updated, and refreshed on an ongoing basis, making it a “living document” that reflects the issues in the industry. (2007-2008)
   a. Every member will receive a copy of the code. (2007-2008)

PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession’s discipline evolves.

1. Initiate action to make/keep governmental meetings and records accessible. (2007-2008)
   a. Evaluate the tools, resources, and effectiveness of the Sunshine Network. Recognize and use existing infrastructures and adapt to a changed environment. (2007-2008)

2. Protect journalists from government impediments against a free press. (2007-2008)

   a. SPI will be an active participant in Sunshine Week. (2007-2008)
PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.
1. Create a mechanism to determine the Society’s training priorities. (2007-2008)
   A. Establish a training committee, separate from the current committee that plans the national conference, to help determine the Society’s annual and long-term training priorities. (2007-2008)
2. Create training opportunities that reflect industry and membership needs. (2007-2008)
   A. All training will include education about SPJ’s core values and mission. (2007-2008)
3. Ongoing evaluation of training and professional development programs.
   A. Evaluate regional conference structure and implement changes to better meet the organization’s training priorities. (2007-2008)

INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society’s leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.
1. Increase the number/percent of under-represented populations in leadership positions and membership. (2007-2008)
   a. Identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that representation. Actively recruit people of identified backgrounds. (2007-2008)
   b. Increase SPJ’s visibility in new places (emerging media) and new populations (diverse backgrounds). (2007-2008)
2. Create a welcoming culture for journalists of all backgrounds and disciplines. (2007-2008)
   a. Identify and welcome first-time participants in SPJ events such as the national conference. (2007-2008)
   b. Consider a definitive statement on the organization’s diversity position. (2007-2008)
3. Educate journalists on and promote the tenets of inclusive journalism. (2007-2008)
MEMBER CONNECTIONS
Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.
1. Develop Web features that facilitate interaction and information delivery. (2007-2008)
   A. Seek opportunities to engage journalists who are not currently members. This may include creating a process for all site users to first register at spj.org or other methods to identify journalists interested in SPJ and its resources. (2007-2008)
   B. Strengthen members’ connection to the organization and each other through online resources. (2007-2008)
2. Establish standards for effective communication with members. (2007-2008)
   A. Evaluate content, format, frequency, and mailing lists for all regular communications. (2007-2008)
   B. Ensure valid e-mail addresses for members. (2007-2008)
   A. Assess the Society’s content management system and ensure it meets the current and future needs of the organization. (2007-2008)
   B. Create a template for chapter Web pages along with “best practices” guides. (2007-2008)
   C. Evaluate the association management software and ensure it meets the current and future needs of the organization. (2007-2008)
   D. Continue to explore and utilize emerging technology resources such as YouTube, Facebook, etc. (2007-2008)

SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society’s leadership and overall operations.

Objectives for this area will strengthen the Society’s volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.
1. Equip volunteers with necessary resources to understand and perform their duties. (2007-2008)
   A. Develop action plans for all committees. (2007-2008)
   B. Create and distribute job descriptions for officers, directors and committee leaders. (2007-2008)
   C. Develop a leader training program for board members and committee chairs. (2007-2008)
   D. Prepare handbooks for board members, committee chairs and chapter presidents. (2007-2008)
2. Improve volunteer structure to increase its effectiveness. (2007-2008)
   A. Expand the composition of the Nominations Committee in order to better identify and develop potential leaders. (2007-2008)
   B. A board liaison will meet annually, on an individual basis, with committee chairs to develop and review action plans. (2007-2008)
      ▪ This liaison might be the president-elect or secretary/treasurer of the board, in consultation with the president. (2007-2008)
      ▪ Annually review committee relevance and ability to meet strategic goals. (2007-2008)
3. Ongoing evaluation of programs and services to ensure proper deployment of resources. (2007-2008)
   A. Generate an annual compilation of all programs and services of the Society. (2007-2008)
   B. Prioritize the annual programs and services of the Society. (2007-2008)
C. Evaluate the effectiveness of the annual convention and make recommendations for any changes needed to meet strategic goals and reflect the needs of the profession. (2007-2008)

4. **Improve collaboration between staff and leadership.** (2007-2008)
   - A. Include volunteer leaders in the annual budgeting process from the earliest planning stages. (2007-2008)
   - B. Include volunteer leaders in the grant-seeking process from the earliest planning stages. (2007-2008)
   - C. **Create a regular communication vehicle between staff and board about issues of importance to the Society.** (2007-2008)
   - D. **Create opportunities for staff and board to regularly collaborate about organizational issues.** (2007-2008)
     - Incorporate small-group work into regular board meetings. (2007-2008)

5. **Understand journalism trends and innovations.** (2007-2008)
   - A. Create a scouting committee that will be looking ahead to the future needs and changes in the industry. (2007-2008)
   - B. Report trends and discoveries to national leadership including board, staff, committee chairs and other appropriate leaders. (2007-2008)

6. **Regularly evaluate the implementation of the goals and objectives outlined in this strategic plan.** (2007-2008)
   - A. Designate a team leader to ensure the strategic plan and strategic priorities are implemented through all Society activities. (2007-2008)
The Dart Society

a cohort of journalists who cover violence

March 18, 2008

Scott North  
President

Miles Moffett  
First Vice-President

Mike Walter  
Second Vice-President

Ruth Teichroeb  
Secretary

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Gary Tippet  
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Past President

Deirdre Stoelzel Graves  
Administrator

Society of Professional Journalists  
National Board  
3909 N. Meridian St.  
Indianapolis, IN 46208

Ladies and Gentlemen:

The Dart Society is preparing for its 10th anniversary next year, a milestone for our growing movement toward more ethical and compassionate newlcoveage of victims. We will mark the occasion by gathering many of our 100-plus U.S. and international members together in one place to plan for the future and provide more instruction for journalists.

Recognizing that The Society of Professional Journalists is observing its own remarkable milestone, we would like to propose sharing talent and resources. Over the last few weeks, Dart Society leaders have discussed several options for staging our conference. One that we hope you’ll seriously consider and support would allow both of our organizations to join forces during SPJ’s 2009 national conference in Indianapolis. Many Dart members have direct or peripheral involvement in SPJ initiatives, and our organizations’ philosophies and missions blend in many areas, particularly in the realms of journalism ethics, freedom-of-information issues and journalists’ rights.

This is what we propose:

*The Dart Society would provide, at its expense, instructors for a track of up to 10 programs during your conference. Our speakers include veteran war correspondents, investigative reporters, TV news anchors, editors, features writers and photographers representing dozens of media operations. Our workshop topics — similar to those we produce with The Poynter Institute, American University and Investigative Reporters and Editors — range from surviving in war zones to narrative writing to interviewing victims. These instructors also would be available to help SPJ staff with any other programs and workshops it would like to present during the Indianapolis conference.

Deirdre@dartsoctv.org
*The Dart Society would cover the costs of sending up to 40 Dart members to the SPJ conference.

*The Dart Society would purchase one of SPJ’s sponsorship packages and spread awareness of the SPJ conference on its website and email lists, which reach several hundred people who work with Dart.

In return, we would ask to be included in your group rate for hotel costs and to receive some advertising through your own website and programming. We also want to ensure that the Dart Society can operate a booth at SPJ’s convention Expo.

In addition, we would be honored if members of your leadership attended our anniversary dinner to be held a night or two before the SPJ conference starts. That dinner would recognize the founders of the Dart Center for Journalism and Trauma, based at the University of Washington. The event also would pay tribute to our accomplishments in recent years, including:

*A successful two-year effort to persuade U.S. Air Force commanders to enact guidelines providing protections for reporters before they are subpoenaed.

*The creation of The Mimi Award, a national honor recognizing editors who champion the victimized and help their reporters navigate the emotional terrain of in-depth journalism.

*Publication of a series of books, in conjunction with The Dart Center, to guide journalists on interviewing victims of tragedy.

*A two-year campaign to help journalists displaced by Hurricane Katrina, providing grants for temporary housing and joining them in construction projects to rebuild their community. A documentary on these efforts is under way and will be shown at the anniversary dinner.

We are eager to continue spreading our message, and SPJ’s 2009 conference would obviously help broaden our audience. At the same time, our members would greatly benefit from SPJ’s own instructional programs. And SPJ, we believe, would benefit from our members’ expertise.

Our goal is to finalize our conference plans no later than June. We would appreciate a response at your soonest possible convenience.

Sincerely,

Deirdre Stoelzle
Administrator, The Dart Society
MEMORANDUM

DATE:      April 23, 2008
FROM:      Terry Harper
SUBJ:      ANNUAL REPORTS
FOR:       Board of Directors

The attached memorandum was circulated to the entire board in advance of the January meeting of the executive committee.

The executive committee has endorsed the proposal and is forwarding it to the full board for review and approval.

Please take time to carefully re-review the memorandum as the action requested will result in the following:

- Amend the Bylaws to repeal Article V, Section Four requiring professional chapters to submit an annual report.

- Once a month, Regional Directors will make telephone contact with each professional chapter. The staff will develop a simple form to be used to collect key data (membership, finances, programming, requests for assistance, etc.).

- Beginning in 2009, annual reports will be eliminated and replaced with a voluntary awards application.

- Beginning in 2009, the star ranking system will be eliminated.
MEMORANDUM

DATE: January 11, 2008
FROM: Terry Harper, Executive Director
SUBJ: ANNUAL REPORTS
FOR: Executive Committee

In my 2007 evaluation, I was asked to review how local chapters are governed, looking specifically at the annual report process, and offer recommendations to the SPJ Executive Committee/Board.

A few tidbits of information up front:

- Associate Executive Directors Chris Vachon and Julie Grimes, as well as Editor Joe Skeel were instrumental in developing the following analysis and recommendations.
- This memo deals with professional chapters. We view the campus chapter as a different animal whose care and feeding differs in many ways from the professional chapter.
- Annual reports are required from professional chapters by Society law (Bylaws, Article V, Section Four). There is no such “law” for campus chapters although we do require them to submit an annual report if they want to be eligible to vote at the convention.
- Currently, the SPJ has 64 professional chapters and 230 student chapters on the roster. Of those, 54 professional and 90 student chapters submitted reports. That translates to 84% and 39%, respectively. In the professional ranks, eight reports were submitted late, anywhere from one to eight weeks.
- Beginning in 2008, the IRS is requiring all nonprofit organizations – which includes all SPJ chapters that have a tax ID number – with gross revenue of less than $25,000 to file an electronic postcard verifying their contact information and that their revenue is less than $25,000. One more report to complete.

The annual reports are supposed to serve a variety of purposes:

- Chapters must submit an annual report in order to vote at the convention.
- Regional directors are sent annual reports so that they can rank each chapter and make recommendations for awards.
- Chapter doctors use the annual reports to rank chapters (in the event that an RD’s star ranking differs from that of the chapter doctor, the staff determines the ranking).
- Staff and volunteers use the reports to determine award winners.
- The membership coordinator reviews the annual reports to make sure that the HQ has up-to-date contact information and officers.
The life of an annual report is pretty straightforward and is based upon the date of the convention to ensure that everything can be reviewed and ranked in time. Using 2007 as an example, the schedule is thus:

- June 1: Annual Reports to HQ (filed electronically through Web site)
- June 11: Reports sent to RDs and Chapter Docs w/ instructions
- July 11: Feedback and comment sheets due back from RDs. Note: not all RDs return the reports in a timely manner, sometimes not at all.
- August 11: Feedback and comment sheets due back from CDs

In 2008, everything will need to be moved ahead one month because the convention is one month earlier than 2007. Chapter leaders will be delighted...not.

One challenge in particular that we encountered in our discussions is how annual reports are really just the tip of the iceberg in taking a critical look at how we service chapters. Making this task more challenging is that there is not a consensus among the senior staff as to the value or usefulness of the annual report.

Ultimately, the recommendations that follow are my own, based upon my discussions with the staff. They are encouraged to share their points of view when this topic is taken up in Nashville.

RECOMMENDATION:
- Amend the Bylaws to repeal Article V, Section Four requiring professional chapters to submit an annual report.

RATIONALE: The process of chapter review should be set by board policy, not set in stone by the organization’s governing documents. Reviewing chapters is a matter of process, not governance. Further, the reporting requirement inconsistency that exists between professional and campus chapters will be eliminated.

RECOMMENDATION:
- Once a month, Regional Directors will make telephone contact with each professional chapter. The staff will develop a simple form to be used to collect key data (membership, finances, programming, requests for assistance, etc.).

RATIONALE: Gathering information on an ongoing basis allows the Society to react in a timely manner if problems exist, as well as to share topical and timely program ideas. Further, it establishes a personal connection between the local chapter and national organization. Regular contact also may spur the chapter on to more activity so it can have more great things to tell the RD the following month. Reports will be sent to the HQ for follow-up (providing resources, updating
officer information, getting program details that can be shared). The RD will serve as the conduit; staff will do the legwork when necessary.

**RECOMMENDATION:**
- Beginning in 2009, annual reports will be eliminated and replaced with a voluntary awards application.

**RATIONALE:** Information currently gathered in the annual reports will be gathered throughout the year by RDs. Only those chapters seeking recognition need to submit applications. RDs will still make recommendations for chapters of the year and will be in a better position to make recommendations based upon the ongoing contact and communication. Benefits accruing to award-winning chapters will be similar to those afforded to 4-star chapters.

Further, local chapter leaders already have enough demands placed on their time without the added burden of spending, in some cases, several hours each year completing an annual report. In its place is ongoing contact with national leaders who take a genuine interest in the success of the chapter.

**RECOMMENDATION:**
- Beginning in 2009, the star ranking system will be eliminated.

**RATIONALE:** For the reasons stated above.
MEMORANDUM

DATE: April 23, 2008
FROM: Terry Harper
SUBJ: SPRING CONFERENCES
FOR: Board of Directors

The attached memorandum regarding spring conferences was circulated to the full board in January in advance of the executive committee meeting. Please refresh your memory in advance of the board meeting.

The executive committee reviewed staff's recommendations and recommends that the full board take the following action:

- Beginning in 2009, Spring Conferences are "nationalized" and brought in-house under the direction of the staff and the professional development committee.
- Core curricula will be developed each year in accordance with SPJ's missions and priorities. Topical programming for each region also will be developed in consultation with the Regional Director and/or local SPJ leaders.
- SPJ will apply for a grant from the SDX Foundation to fund an additional staff person to coordinate the 12 additional programs, as well as provide much-needed support to existing programs.
- 2009 marks SPJ's 100th anniversary, elements of which can be incorporated into each of the 12 regional programs to raise the profile of the Society.
- Board action will remove the requirement that chapters attend the Spring Conference in their region which also eliminates an inconsistency because Spring Conferences are not required to be held in the first place.
- Regional Mark of Excellence Awards will be announced via news release, posted to the Web site, and awards will be mailed to the winners. A region may choose to host an event at which the awards are presented in person.

It should be noted that it is not the intent of this action to force any region to participate that does not want to. If a region wants to continue to do its own thing, that is perfectly acceptable and any formal action by the board should make that clear.

It is the intention of this action that the national organization will shoulder the financial burden of putting on the conference, as well as reap the benefits of any surplus. Regions and/or local chapters may share in the surpluses (or deficits) by mutual agreement for doing a proportional share of the work, i.e. no free lunch.

The ad hoc committee of regional directors appointed last October by President Brewer has discussed this proposal and may have its own recommendation regarding this proposal.
MEMORANDUM

DATE: January 12, 2008
FROM: Terry Harper, Executive Director
SUBJ: SPRING CONFERENCES
FOR: Executive Committee

In my 2007 evaluation, I was asked to review national governance, specifically spring (regional) conferences, and offer recommendations to the board of directors.

My evaluation was delivered in May and since that time, a committee of regional directors has been appointed by President Brewer to evaluate SPJ’s spring/regional conference structure and to make recommendations to the board for improvements. The committee members are: Lunsford, Hurley, Poling, Sylvester, Steele and Govier.

The analysis and recommendations in this document are a result of several discussions held amongst SPJ’s senior staff, including Associate Executive Directors Chris Vachon and Julie Grimes, and Editor Joe Skeel.

Regional – now “Spring” – Conferences come in many shapes and sizes. Some focus more on the working professional while others cater to the students. Most, if not all, include an event where students are recognized with regional Mark of Excellence Awards. Measures of success are often not defined by the region so organizers, as well as leaders, may be left scratching their heads as to whether a conference was a success. Attendance, profits and programming can be used to gauge success, but each means something different to each conference. Region 1 might consider a conference with 100 attendees to be a failure while Region 9 might consider that a resounding success. And the success of a conference cannot be judged simply by facts and figures. If a conference attracts 300 people and makes lots of money, but the programming is poor and the attendees had a bad experience, SPJ suffers. The region will suffer, as well, when word spreads that it put on a bad program.

As our discussions progressed, three possible alternatives emerged:

THE BAND AID® APPROACH

- Spring Conferences continue much as they do now, with each region/regional director being given total autonomy over their particular conference.
- Education is a key component of this approach. SPJ will develop and send monthly tips to conference coordinators and regional directors on how to put on a successful program. The written guide already in existence will be updated more regularly and promoted better to coordinators and RDs.
• Each region will be challenged – in advance – to define success for its conference. Each region will be challenged to evaluate its conference against that definition.

**The Fourth and Long Approach**

• We punt. No more Spring Conferences after 2008.
• Board action will remove the requirement that chapters attend the Spring Conference in their region which also eliminates an inconsistency because Spring Conferences are not required to be held in the first place.
• Regions may, if they choose, continue to host a conference each year.
• Regional Mark of Excellence Awards will be announced via news release, posted to the Web site, and awards will be mailed to the winners. A region may choose to host an event at which the awards are presented in person.

**The TSA Approach**

• Beginning in 2009, Spring Conferences are “nationalized” and brought in-house under the direction of the staff and the professional development committee.
• Core curricula will be developed each year in accordance with SPJ’s missions and priorities. Topical programming for each region also will be developed in consultation with the Regional Director and/or local SPJ leaders.
• SPJ will apply for a grant from the SDX Foundation to fund an additional staff person to coordinate the 12 additional programs, as well as provide much-needed support to existing programs.
• 2009 marks SPJ’s 100th anniversary, elements of which can be incorporated into each of the 12 regional programs to raise the profile of the Society.

The staff recommends the third approach of bringing the conferences in-house. SPJ will control the content of the programming to ensure that its organizational priorities and missions are being applied across the board. SPJ can ensure that its strategic plan is factored in, as well. It may become an additional revenue stream for the Society although expanding the reach of the organization, providing top-notch training and raising SPJ’s profile will be the top goals.

The staff reached this decision because it believes the goal of the conferences should be to promote SPJ’s mission and ensure that a consistent message is being delivered throughout the organization. If the leaders of the organization do not share in this belief, then another option – or options – may need to be explored.

**Footnote:** The ad hoc committee appointed by President Brewer in October was not consulted in the drafting of this report. The board asked the staff through the executive director’s evaluation to offer recommendations. If nothing else, perhaps this can help to inform the work of that committee.
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Spj.org collects information through registration (for example, registration to be able to post comments) and through methods which require no effort on your part (for example, through the use of files known as cookies that are sent to your computer through our server to record your visit to the site). In many cases you may choose not to provide us with such information; however, that choice may limit your ability to access portions of spj.org.

How Does SPJ.ORG Use The Information It Collects?

SPJ may use the information it collects at spj.org for the purposes for which you gave SPJ the information, including, for example, to renew your membership or to purchase goods from the online store, to send you e-mail notifications about spj.org events and services or to contact you for any other reason, to assist us in evaluating website use or to develop new features or services, or to allow us to personalize the content that you see based on your preferences.

This list is not inclusive. SPJ may also, for example, hire other companies to perform services on its behalf including, without limitation, sending e-mail and fulfilling purchase requests. These other companies may be supplied with or have access to your personally identifiable information solely for the purpose of providing these services to SPJ or on its behalf.

SPJ may also disclose and use personally identifiable information in special circumstances when it is necessary to enforce its Terms of Use or when SPJ believes in good faith that the law requires it to do so.

Is My Information Secure?
SPJ maintains appropriate safeguards to protect the security of any personally identifiable information it collects. However, no security system is impenetrable and SPJ cannot guarantee the safety of any personally identifiable information you provide.

How Long Do You Retain My Information?

SPJ retains your information for as long as necessary to permit it to use the information for the purposes outlined above and to comply with applicable law or regulations.

How Do I Update My Information?

You may review and update your information any time either online or by contacting us at [contact information].

Will This Policy Change?

SPJ may make changes to its Privacy Policy and will inform you of such changes by changing the date at the bottom of this page noting when the policy was last updated.

What If I Have Comments Or Questions About This Privacy Policy?

If you have any questions or comments about this Privacy Policy, please contact SPJ at [contact information].

Last updated on [date].
MEMORANDUM

DATE: April 23, 2008
FROM: Linda Hall
SUBJ: MEMBERSHIP UPDATE
FOR: Board of Directors

Chapter Notes
Professional: Currently we are working to establish/re-establish the pro chapters in North Carolina and Iowa (Des Moines). It is feasible they will be the agenda for the next meeting. Additionally, member Ryan Ottney has been working to start a pro chapter in Southern Ohio. Region 4 Director Jeremy Steele and I are in discussions to perhaps redirect his efforts to become a satellite chapter to the Central Ohio Chapter.

Campus: We are working to reinstate our campus chapters at Western Washington University and DePauw. Just this past week started the process to create a chapter at Western Michigan University. Hiram College is also trying to see if they can muster enough interest to start a chapter.

Additionally, we are working on a list of “inactive chapters”. After the list is compiled it will be sent to the RDs for their scrutiny and the recommendations will be presented to the board.

Membership Notes
While we have experienced minimal growth in the past year it is clear by the statistics below the largest growth was in Post Grad membership. This is due to the change instituted by the board for the additional year of post grad status.

The lifetime membership has drawn limited interest but we continue to receive inquires.

Two-year comparison of regional membership totals:

<table>
<thead>
<tr>
<th>REGION</th>
<th>TOTAL '07</th>
<th>TOTAL '08</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>1,560</td>
<td>1,438</td>
<td>(.82%)</td>
</tr>
<tr>
<td>Region 2</td>
<td>805</td>
<td>862</td>
<td>.08%</td>
</tr>
<tr>
<td>Region 3</td>
<td>748</td>
<td>769</td>
<td>2.8%</td>
</tr>
<tr>
<td>Region 4</td>
<td>968</td>
<td>906</td>
<td>(6.4%)</td>
</tr>
<tr>
<td>Region 5</td>
<td>1,056</td>
<td>971</td>
<td>(8.0%)</td>
</tr>
<tr>
<td>Region 6</td>
<td>415</td>
<td>386</td>
<td>(6.9%)</td>
</tr>
<tr>
<td>Region 7</td>
<td>486</td>
<td>552</td>
<td>13.6%</td>
</tr>
<tr>
<td>Region 8</td>
<td>579</td>
<td>489</td>
<td>(15.5%)</td>
</tr>
<tr>
<td>Region 9</td>
<td>378</td>
<td>446</td>
<td>17.9%</td>
</tr>
<tr>
<td>Region 10</td>
<td>541</td>
<td>528</td>
<td>(2.4%)</td>
</tr>
<tr>
<td>Region 11</td>
<td>1,328</td>
<td>1,256</td>
<td>(5.4%)</td>
</tr>
<tr>
<td>Region 12</td>
<td>445</td>
<td>243</td>
<td>(45.4%)</td>
</tr>
<tr>
<td>Member Type</td>
<td>March-02</td>
<td>March-03</td>
<td>March-04</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Associate High School</td>
<td>126</td>
<td>127</td>
<td>111</td>
</tr>
<tr>
<td>Associate</td>
<td>7</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Collegiate Institutional</td>
<td>38</td>
<td>49</td>
<td>50</td>
</tr>
<tr>
<td>Household</td>
<td>286</td>
<td>275</td>
<td>256</td>
</tr>
<tr>
<td>Key</td>
<td>169</td>
<td>149</td>
<td>134</td>
</tr>
<tr>
<td>Life</td>
<td>5,108</td>
<td>5,613</td>
<td>5,780</td>
</tr>
<tr>
<td>Professional</td>
<td>549</td>
<td>372</td>
<td>333</td>
</tr>
<tr>
<td>Post-Graduate</td>
<td>923</td>
<td>867</td>
<td>858</td>
</tr>
<tr>
<td>Retired</td>
<td>28</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Retired Life</td>
<td>2,179</td>
<td>2,553</td>
<td>2,773</td>
</tr>
<tr>
<td>Student</td>
<td>9,416</td>
<td>10,029</td>
<td>10,326</td>
</tr>
</tbody>
</table>

![Bar Chart](image-url)
MEMORANDUM

DATE: January 14, 2008
FROM: Terry Harper, Executive Director
SUBJ: MEMBERSHIP RECRUITMENT AND RETENTION
FOR: Executive Committee

As part of my 2007 evaluation, the topic of membership was a primary concern. Specifically, the evaluation team was concerned with a perceived membership slide. In fact, during my tenure, SPJ’s overall membership numbers have remained relatively flat, while experiencing some roller coaster swings in the interim.

At the start of 2002, SPJ’s membership was 8,479; at the start of 2008, we were at 8,821, an increase of almost four percent.

As of March 1, 2002, three days after I assumed the office of Executive Director, SPJ’s membership was 8,999. As of January 11, 2008, membership stood at 8,926, an overall decline of less than one percent.

Beginning in late 2002 and continuing for the next two-three years, SPJ was in a training partnership with IRE that added hundreds of short-term members to the rolls, pushing and sustaining – our membership numbers over 10,000 during the term of the partnership. Retention rates on those short-term members were dismal, even in areas where we had chapters and follow-up was conducted locally. The partnership ended and our numbers settled back down.

That we have been able to maintain our membership over the past six years in the current environment says that we are doing something right.

My point here is not to say that membership is fine and should not be one of the staff’s priorities, it should be...always. We are a membership organization. And I take full responsibility for what has occurred on my watch, I just would ask that the entire body of work be considered, especially where membership numbers are concerned.

MEMBER RETENTION

With that said, staff believes that the primary focus of our membership efforts should be in member retention, with special emphasis being placed on professional members in their first year of membership. Retention also is the focus of the Membership Committee, chaired by John Ensslin of the Rocky Mountain News.

In 2007, on average, 442 members renewed each month; 398 did not. That translated to 4,776 people leaving the organization. We sign up about 65 new members each week.

We currently have three dues discount programs in place to encourage retention. All three need much heavier promotion:

- Students: Four years for $100 for freshman and sophomores
- Post Graduate: Three years for $72
- Lifetime: $1,000
The student discount rate was done as a test at Northwestern in 2006-2007 at the urging of Richard Roth. We didn’t have too many takers, but we didn’t do much at all in the way of full scale promotion. If we step it up, we may reap some benefits.

We have developed plans for the new Post Graduate rate and Lifetime category:

**New Post Grad Rate**

How the new Post Grad rate is being promoted:
- There will be a mention of it in the “Working for You” flyer for the next year.
- The following blogs will contain information: Gen J, Student, Journalism Education, and membership.
- Messages will be sent to students and post grads telling them to continue networking through SPJ chapters and to continue their membership through the post grad rate.
- Information is contained in the communication to graduating seniors and their parents.
- A flyer is available for events and to send to chapter advisors and journalism school departments.
- Messages will be sent to all chapter leaders for use as a recruitment and/or retention tool.
- Ads/blurbse will appear in Leads, Quill and on the Web site.

**Lifetime Memberships**

How the lifetime memberships are being promoted:
- Back of “Working For You” flyer informs members whose memberships are up for renewal about the option to invest in a lifetime membership instead, this flyer is also inserted in the recognition pin mailing as these are long-time members who would be interested in the investment.
- Ads/blurbse will appear in Leads, Quill and on the Web site.
- Messages will be sent to chapter leaders so they may be informed and also may consider purchasing a lifetime membership as a gift.
- The Membership blog will mention the new membership option.

**Other Retention Strategies**

**Monthly Survey**

Each month, we will send members who do not renew their membership a survey to gather information about why they are not renewing and each month a report will be compiled with this information to be reviewed by the senior staff. Additionally, follow up to comments in the survey will be personally conducted by the membership staff person to survey comments, as a result, we will ask for the member’s name in the survey.

**Connecting members in new ways (strategic plan)**

We need to connect our members with a community, i.e. age, years in profession, beat, interest areas, etc. In order to do this, we need to begin obtaining additional information so we can supply more customized messages and begin connecting them to each other.

**Chapter Outreach**

Continue to encourage and educate chapters about online reports that list prospective chapter members in the area, members whose memberships have expired, and new chapter members.
MEMBER RECRUITMENT

Friends Inviting Friends
In an effort to fill the recruitment funnel, we will ask each Reporters Institute participant and each Scripps Institute participant to supply SPJ with the names of 10 people they think would be good prospects for membership (approx. 80 participants = 800 prospects). Each recommended person will receive an invitation to join SPJ. The invitation will mention the name of the recommender/colleague/friend. It is our intent that if current members have friends and colleagues who are members that they will feel more connected to SPJ and as a result, retain their SPJ membership.

Ambassador Program (strategic plan)
First-time convention attendees are identified through the convention registration form and attend a first-timers meeting at the beginning of the conference. At this meeting are SPJ Ambassadors who are Scripps Graduates and Diversity Fellows. The Ambassador serves as a guide or friend to the newcomers. Besides supplying information about the conference, the Ambassador will also educate the participants about SPJ and how to get involved.

Complimentary Memberships/Training (strategic plan)
We currently supply complimentary memberships to those who attend most of our programs and most of those people do not renew their memberships (see IRE note above). We will begin to demonstrate the value of their new membership more clearly during the training program through the use of a presentation and video (the one Christie developed). Additionally, there will be targeted follow up communication to these new members during their six-month complimentary membership period.

CHAPTER BUILDING

One of our goals this year is to have an active chapter in all 50 states. Currently, we do not have functioning chapters in the following states:

- **Alabama**
  - Member Jenn Rowell is working to organize a chapter
- **Delaware (13 members in the state)**
- **Georgia**
  - Atlanta Pro is still “active” although there is little to no activity
  - Darce Lumsford is working on this
  - Atlanta Press Club, with 500 members, is interested in working with SPJ, but not in a merger or alliance.
  - Recommend targeting other areas within the state (Macon, Augusta, Savannah) as possible chapter locations.
  - 2008 Convention in Atlanta
- **Iowa (36)**
  - Spring Conference in Ames, Iowa
  - Lucas Grundmeier and Rachel Weber are working on things
- **Louisiana (37)**
  - Spring Conference in New Orleans
- **Mississippi (16)**
- **Nebraska (12)**
- **New Mexico (17)**
  - Spring Mini-Conference in New Mexico
- **North Dakota (12)**
North Carolina (84)
  - Former Student Rep Callie Martell is working to organize a statewide chapter
  - CJA in Greensboro in June

South Carolina (37)
  - Spring Conference in South Carolina

South Dakota (7)

Through a gift from Howard Dubin, SPJ has funds to execute targeted mailings in priority states. We also have the use of Vocus for E-mail communication with journalists in those states.

It probably makes sense to start with those states where we have either champions identified or programs scheduled: Alabama, Georgia, Iowa, Louisiana, New Mexico, North Carolina and South Carolina.

Nebraska, along with the Dakotas, will most likely prove to be the greatest challenges. One strategy to consider is to conduct a newsroom training program in those states and gauge the interest.
Gentlemen,

I would like to request time on the next SPJ board agenda for a set of proposals that the membership committee recently compiled.

The committee has spent the last six months exchanging ideas on best practices and relating what's worked and what hasn't worked in both recruiting and retaining members.

We've also done our best to spread this information via the Garden Center, the SPJ membership blog. All of this has been helpful.

However, we are conscious of the fact that during the last six months, our membership numbers have remained relatively stable. In a time of widespread industry cutbacks, maintaining that level is not bad.

However, we think we can do better. To that end, I tasked the committee to come up with some new and creative ideas that we are not currently doing.

The committee came up with several proposals that we feel can work and that are worth a try. By and large, these are not expensive initiatives; however, because they would need to be enacted on a national level and because some policy decisions are involved, I felt it was appropriate to run these by the board.

On nearly all of these proposals, the committee stands ready to carry out the work involved and not add to the workload of the SPJ staff.

Here's a brief description of what we've come up with.

My SPJ...Let's create a series of 12 print ads modeled on the old "Dewar's Whiskey Profiles." You may recall, these ads usually featured a portrait photo of a prominent person accompanied by a brief formatted set of biographical questions.

But instead of asking for their preferred whiskey, our ads would ask how long they've been SPJ members and a quote about why they belong.

Trade Ads...To extend the reach of our ad campaign, let's approach some of the other popular journalism magazines such as Columbia Journalism
Review and American Journalism review and offer to trade ad space in the Quill for the ability to place ads in their publications.

**Got Ethics?**...Our code of ethics is one of our strengths and something that helps define SPJ. It also contributes to our ability to attract and hold onto members.

What if we were to undertake an ad campaign where we traded ad space with other journalism organizations like Poynter and IRE? An online banner ad that read “Got Ethics” could link to a site at spj.org that would highlight our code and make a pitch for SPJ membership.

**Membership Week...**We shamelessly stole this idea from public radio stations and their periodic membership fundraising drives.

What if we were to designate one week out of the year, most likely in the fall, where recruiting new members would be a priority for both pro and students chapters. Perhaps we could also offer a slight discount for new members who sign up during this period.

Obviously membership is something chapters need to work on all year long. However, by make it a special focus once a year, just as we do with Ethics and the Sunshine Law, we believe we can do more than we ordinarily do.

**Parens...**As an added incentive, what if we were to build a bank of items that could serve as gifts to the first say 100 new members who signed up during membership week. These premiums could include autographed books, SPJ gear, or other items that individual chapters could help generate.

**Reward the Recruiter...**Add a line to the membership application that asked “Recruited by.” This information would enable us to members who sign up new members during Membership Week. Incentives could be awarded on a sliding scale.

Thus someone who signs up one new member that week could be eligible for a coffee mug. Someone who signs up three new members might get an SPJ t-shirt. Someone who signs up a dozen members could be eligible for free registration to our annual conference.
Show the Flag...Let's see if we can trade exhibit space at our convention this fall with that of other journalism conventions such as the Unity gathering in Chicago or the annual IRE convention. We can involve local chapters to help us staff those booths while showing the SPJ banner to prospective members in those other organizations.

Show the Flag, Part II...Encourage local chapters to make similar trades with local journalism groups such as press clubs and press associations. Swap tables at award banquets or exhibit space at conventions.

Scout High School Journalists...Committee members were not keen on actively recruiting high school journalists, however, we thought it would be wise for SPJ to secure a booth at the annual high school journalist conventions, such as the one scheduled for this November in St. Louis. Tap the local chapter for the volunteers to staff the booth.

A Hybrid Brochure...Have a graphic artist designed a desktop publishing document that would feature reasons for joining SPJ on several panels while leaving one panel blank for a local chapter to fill in with details specific to that chapter.

Track Graduates...Enlist the help of local student chapter advisors so that local pro chapter officers can know in advance who is about to graduate from their college journalism program. Actively retain these post-graduate members by staging a job resume/clip evaluation clinic around graduation.
A Survey of Members of the
Society of Professional Journalists
Who Have Not Renewed Memberships

Guido H. Stempel III
Scripps Survey Research Center
Ohio University
March 2008
Summary of Findings

* One third of members who have not renewed have left journalism

* Half those who have not renewed worked on newspapers

* Those who have not renewed give SPJ high marks on efforts in ethics

* 21 percent of those who did not renew said dues were too high.

* More than two-thirds of those who have not renewed were satisfied with SPJ

* Satisfaction level was slight lower for local chapters than for national

* One fourth of those who have not renewed attended at least one SPJ national convention

* Networking and information were considered most valuable thing about SPJ membership

* Job change was the most frequently mentioned reason for not renewing

* All respondents mentioned at least one other journalism organization they belonged to, but 121 organizations were mentioned
A Survey of Members of the Society of Professional Journalists Who Have Not Renewed Their Membership

One-third of Society of Professional Journalists members who have not renewed their membership are people who have left the profession according to a survey of 515 randomly selected former members by the Scripps Survey Research Center at Ohio University in March 2008.

As Table 1 indicates, two-thirds of those who have not renewed are people who have been members for five years or less. A third of the respondents said dues are too high, but only 21 percent of those who left said dues were too high. It should be noted that 15.6 percent of the respondents said their employer paid their SPJ dues. Twenty-one

TABLE 1: Length of Membership, in Percent

<table>
<thead>
<tr>
<th>Years</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 Years</td>
<td>39.9</td>
</tr>
<tr>
<td>3-5 Years</td>
<td>26.6</td>
</tr>
<tr>
<td>5-10 Years</td>
<td>12.0</td>
</tr>
<tr>
<td>More than 10 Years</td>
<td>16.5</td>
</tr>
<tr>
<td>Refused</td>
<td>7.0</td>
</tr>
</tbody>
</table>

N=515

Percent said that their decision not to renew was a reflection on the tough times in the journalism business.

Table 2 shows that newspaper is the medium most respondents have worked in. The 38.2 percent in the “other” category include 12.7 percent who worked for

TABLE 2: Media Respondents Have Worked in, in Percent

<table>
<thead>
<tr>
<th>Media</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>38.0</td>
</tr>
<tr>
<td>Television News</td>
<td>9.4</td>
</tr>
<tr>
<td>Magazines</td>
<td>3.3</td>
</tr>
<tr>
<td>Online News Sites</td>
<td>3.1</td>
</tr>
<tr>
<td>Radio News</td>
<td>2.9</td>
</tr>
<tr>
<td>Newsletters</td>
<td>1.8</td>
</tr>
<tr>
<td>Freelance</td>
<td>1.4</td>
</tr>
<tr>
<td>Journalism Education</td>
<td>1.4</td>
</tr>
<tr>
<td>Wire Service, News Agency</td>
<td>0.6</td>
</tr>
<tr>
<td>Other</td>
<td>38.2</td>
</tr>
</tbody>
</table>

N=513

The “other” category includes 29.8 percent who worked for two or more media. Television news is second behind newspapers.
Table 3 indicates former members have a favorable impression of the performance of SPJ. Ratings are higher for SPJ efforts in ethics and freedom of information issues, but

**TABLE 3: Former Members’ Rating of SPJ Efforts in Various Areas**

<table>
<thead>
<tr>
<th>Area</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism Ethics</td>
<td>4.55</td>
</tr>
<tr>
<td>Freedom of Information Access Issues</td>
<td>4.49</td>
</tr>
<tr>
<td>Enacting a Federal Shield Law</td>
<td>3.99</td>
</tr>
<tr>
<td>Diversifying Coverage and Sources</td>
<td>3.97</td>
</tr>
</tbody>
</table>

Scale of 1 to 5, with 5 highest

N=513

ratings for efforts to enact a federal shield law and diversifying coverage and sources are nearly 4 on a 5-point scale. Table 4 indicates that respondents felt the effort in the area

**TABLE 4: Most Important of SPJ Efforts, in Percent**

<table>
<thead>
<tr>
<th>Area</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism Ethics</td>
<td>46.9</td>
</tr>
<tr>
<td>Freedom of Information Access Issues</td>
<td>28.4</td>
</tr>
<tr>
<td>Enacting a Federal Shield Law</td>
<td>7.6</td>
</tr>
<tr>
<td>Diversifying Coverage and Sources</td>
<td>17.1</td>
</tr>
</tbody>
</table>

N=514

of ethics was the most important, with, freedom of information being the second most important.

Table 5 indicates that respondents rate the communication efforts of SPJ slightly lower

**TABLE 5: How Former Members Rate SPJ Communication**

<table>
<thead>
<tr>
<th>Area</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quill</td>
<td>3.88</td>
</tr>
<tr>
<td>SPJ Leads</td>
<td>3.18</td>
</tr>
<tr>
<td>The Website</td>
<td>3.54</td>
</tr>
</tbody>
</table>

Scale of 1 to 5, with 5 highest

N=514

than the efforts in the areas mentioned in Table 4. Of the three communication activities, Quill was rated the highest. Quill was considered most important by 67.3 percent of the respondents, with the website second at 35.1 percent.

The findings in Table 6 about satisfaction are consistent with the ratings for SPJ activities. Nearly a third indicated they were completely satisfied, and another third
TABLE 6: Overall Satisfaction with SPJ of Those Who Have Left Journalism, in Percent

<table>
<thead>
<tr>
<th>Satisfactory Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Satisfied</td>
<td>35.8</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>34.6</td>
</tr>
<tr>
<td>Neither Satisfied nor Dissatisfied</td>
<td>19.1</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>6.2</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>3.7</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>0.6</td>
</tr>
</tbody>
</table>

N=162

indicated they were somewhat dissatisfied. Only one tenth of the respondents indicated dissatisfaction. Respondents were not quite as satisfied with local chapters as Table 7 Indicates. Sixty-one percent said they were either very satisfied or somewhat satisfied, and 13.8 percent indicated dissatisfaction.

TABLE 7: Overall Satisfaction with Local Chapter of Those Who Have Left Journalism, in Percent

<table>
<thead>
<tr>
<th>Satisfactory Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Satisfied</td>
<td>23.9</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>37.6</td>
</tr>
<tr>
<td>Neither Satisfied nor Dissatisfied</td>
<td>20.2</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>11.0</td>
</tr>
<tr>
<td>Completely Dissatisfied</td>
<td>2.8</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>4.6</td>
</tr>
</tbody>
</table>

N=109

Table 8 indicates that respondents who have left SPJ considered networking, information they received and Qualt the things they liked best about membership. While these three categories accounted for slightly more than half the responses, there were 21 other things mentioned by respondents as the most valuable things about SPJ membership.
### TABLE 8: Most Valuable Thing About Membership by Those Who Have Left Journalism, in Percent

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking</td>
<td>24.1</td>
</tr>
<tr>
<td>Information</td>
<td>16.0</td>
</tr>
<tr>
<td>Quill</td>
<td>11.7</td>
</tr>
<tr>
<td>Conferences</td>
<td>4.9</td>
</tr>
<tr>
<td>Discussing Issues</td>
<td>3.1</td>
</tr>
<tr>
<td>Local Chapter</td>
<td>3.1</td>
</tr>
<tr>
<td>Professional Development</td>
<td>2.5</td>
</tr>
<tr>
<td>Building Resume</td>
<td>2.5</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>1.9</td>
</tr>
<tr>
<td>Job List</td>
<td>1.9</td>
</tr>
<tr>
<td>Prestige</td>
<td>1.9</td>
</tr>
<tr>
<td>Regional Conferences</td>
<td>1.9</td>
</tr>
<tr>
<td>Web Site</td>
<td>1.9</td>
</tr>
<tr>
<td>Ethics</td>
<td>1.2</td>
</tr>
<tr>
<td>Freedom of Information</td>
<td>1.2</td>
</tr>
<tr>
<td>Nine others mentioned by a person each (0.6%)</td>
<td></td>
</tr>
<tr>
<td>16.7% no answer</td>
<td></td>
</tr>
</tbody>
</table>

N=162

Respondents were asked if there was a single reason that led to their decision not to renew, and 67 percent said “no” in response to that question. As Table 8 shows, job

### TABLE 8: Single Event or Reason That Led Person to Leave SPJ, in Percent

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Change</td>
<td>8.0</td>
</tr>
<tr>
<td>Retirement</td>
<td>2.3</td>
</tr>
<tr>
<td>No Longer a Professional Chapter</td>
<td>2.1</td>
</tr>
<tr>
<td>Dues Too High</td>
<td>2.1</td>
</tr>
<tr>
<td>Lost Job</td>
<td>1.6</td>
</tr>
<tr>
<td>Forgot to Renew</td>
<td>1.4</td>
</tr>
<tr>
<td>Family Complication</td>
<td>1.2</td>
</tr>
<tr>
<td>Company Budget Cut</td>
<td>1.0</td>
</tr>
<tr>
<td>Didn’t Receive Reminder</td>
<td>1.0</td>
</tr>
</tbody>
</table>

18 others mentioned by less than 1 percent

67% said “no” to whether single reason or event led them to leave SPJ

N=513

change was the most frequently mentioned reason, followed by retirement. There were 25 other reasons mentioned.
We asked respondents if there were any changes that might make them reconsider membership, and we got 46 answers. Predictably, lower dues as the most mentioned

**TABLE 9: Changes That Might Lead Respondents to Reconsider Membership, in Percent**

<table>
<thead>
<tr>
<th>Change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Dues</td>
<td>4.5</td>
</tr>
<tr>
<td>More Local Activity</td>
<td>3.3</td>
</tr>
<tr>
<td>Better Renewal Notice Procedure</td>
<td>2.9</td>
</tr>
<tr>
<td>More Networking</td>
<td>1.2</td>
</tr>
<tr>
<td>42 other items mentioned by less than 1 percent of respondents.</td>
<td></td>
</tr>
<tr>
<td>80.7 percent did not mention anything.</td>
<td></td>
</tr>
<tr>
<td>N=513</td>
<td></td>
</tr>
</tbody>
</table>

The most mentioned suggestion, as Table 9 indicates. However, 80.7 percent did not mention anything. Putting together the answers in Table 8 and Table 9, it is evident that there is no simple move that would cause a large number of former members to reconsider. Sixty-three percent did know they could maintain their professional membership after leaving the profession, and 42.6 percent were aware of associate membership.

One fourth of the respondents have attended at least one national convention, and 45.4 percent have attended a SPJ training program or regional convention or chapter program.

**TABLE 10: Number of National or Regional Programs Attended, in Percent**

<table>
<thead>
<tr>
<th>Number of Programs Attended</th>
<th>National Convention</th>
<th>Regional or Local Training Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>15.0</td>
<td>13.8</td>
</tr>
<tr>
<td>Two</td>
<td>4.7</td>
<td>9.2</td>
</tr>
<tr>
<td>Three</td>
<td>2.7</td>
<td>6.6</td>
</tr>
<tr>
<td>Four</td>
<td>0.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Five or More</td>
<td>1.8</td>
<td>9.9</td>
</tr>
<tr>
<td>N=513</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Most of those who have attended a national meeting have attended only one, as Table 10 shows. On the other hand, nearly two-thirds of those who have attended a regional or local program have attended more than one. Those who attended one or more national conventions gave conventions a 4.12 rating on a 5-point scale. Those who attended one or more regional or local events gave them a 3.96 ratings on a 5-point scale.

We asked respondents if they belonged to any other journalism organization, and every respondent mentioned at least one, with 60.4 percent mentioning two. There are
121 organizations mentioned. Most frequently mentioned was Investigative Reporters and Editors, mentioned by 5.1 percent. Next was National Press Photographers Association, mentioned by 2.1 percent. National Association of Hispanic Journalists was mentioned by 1.6 percent. Association for Education in Journalism and Mass Communication and Radio Television News Directors Association were mentioned by 1.4 percent. No other organization was mentioned by as much as 1 percent. Note that while 11.6 percent indicated they were in broadcasting news, only 1.4 percent said they were members of RTNDA. Organizations mentioned included special interest groups such as arts critics, food writers and sportswriters and local and state groups. 

########
Goal: Create a systematic approach to implementing the campus media statement and implement it; be proactive rather than reactive.

The Process:
1) Draft a letter to all universities with a student SPJ chapter. A database is being created that includes all student chapter names, advisers, adviser addresses, dean of journalism or comm school, address of dean's office and campus publication name. The letter will be addressed to the dean of communications or journalism school; copy it to the student newspaper advisor, chancellor and president. In the letter, include the campus media statement, the history behind it, and the hazy history of censorship on college campuses. Also attach a contract/pledge agreeing to the statement with a copy they send back to SPJ headquarters and a copy for them to keep.

2) Follow up. Follow up. Follow up. Phone calls, a second letter and emails in order to get some sort of response (positive or negative) versus being ignored.

3) Equip campus newspapers by sending them a packet of information, including a letter detailing the statement, an approach to contacting University officials and a rundown of SPJ headquarters, what we do, who we are, etc. Each campus newspaper then becomes a lobbying “hub” on campus as publications become more aware of the statement and therefore the pressure for universities to adopt the statement becomes greater.

4) Keep eyes and ears open for a campus case that could bring the campus media statement to the national stage and perhaps into the courts.
To Dean Such and Such:

The national headquarters of SPJ would like to congratulate you on your dedication to shaping tomorrow’s bylines. Journalism education is a vital part of our field today as inevitable change awaits the news business. Why not be part of that change?

As the Student Representative to the National Board of the Society, I am writing to ask you to declare three simple words: designated public forum. With these three words, your University and its campus publication would be on the edge of change in the battleground of censorship. Declaring a publication a “designated public forum” helps bar it from censorship of a college campus. I ask that you protect your publication and join with the Society of Professional Journalists and our Campus Media Statement (see next).

The Campus Media Statement of the Society is a response to censorship attempts by universities and colleges across the country, like a recent court battle in Illinois. In that case, Hosty v. Carter, a federal appellate court left open the possibility that college administrators could control student media in much the same way that high school administrators control expression in high school. The appellate court’s decision in Hosty applies only to public colleges and universities in Illinois, Indiana and Wisconsin, but some free-speech advocates became concerned that the ruling would encourage censorship attempts at colleges and universities throughout the country.

One group of free-speech advocates that reacted with a plan was the Student Press Law Center. In September 2005, the SPLC urged student journalists at colleges and universities in the affected states to have their student media officially declared as “designated public forums” by school administrators. SPLC officials said the formal declaration would help protect student media from censorship because the U.S. Supreme Court had ruled in 1988 (Hazelwood v. Kuhlmeier) that high school publications have strong First Amendment protections if they are recognized as public forums.

If you are willing to establish your campus publication as a “designated public forum,” please sign the attached contract. Keep one copy for yourself and return one copy in the addressed envelope to SPJ Headquarters. We appreciate your pledge to journalism education and ask that you would consider this important step in creating a censorship-free learning environment.

Thank you for your time,

taylor a. rausch
taylorrausch@mizzou.edu
317.408.3650
The Campus Media Statement of the Society reads as follows:

“Student media are designated public forums, and free from censorship and advance approval of content. Because content and funding are unrelated, and because the role of adviser does not include advance review 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 or faculty adviser.”

I pledge to declare my campus publication a “designated public forum.” I realize that censorship poses a threat to the journalism learning process. To best prepare students for the real realm of journalism, we shall treat campus publications with the same respect as professional publications in terms of censorship. Therefore, I declare my publication a “designated public forum.”

Signature: ___________________________ Date: __________________________
Printed Name: ___________________________ Position: __________________________
Can’t you say anything in your newsroom?  
Tired of feeling like the administration’s always looking over your shoulder?  
Frustrated with the red pens striking through your stories for no good reason?  

.... Well, so are we.

What would your campus publication look like if it were declared a “designated public forum?” Well, easy, it would function much like a normal city or local newspaper. Most days, our campus papers due act similarly to the daily seen around town. But unfortunately, when tuition rates get hiked up or there’s scandal on campus, school administrators may jump in and re-write the story. Or they may censor it altogether.

The scary part is: the laws are too hazy to stop them. As your Student Representative to the national board of the society of Professional Journalists, I’m asking you to jump on board and change this trend.

Interested? Consider adopting our Campus Media Statement. This packet is a resource designed to help you help your campus publication. I challenge you to become a lobbyist for this Campus Media Statement on your campus. With the power of SPJ behind you and some perseverance, the threat of censorship in your campus publication could be a thing of the past.
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STEP TWO: National Letter Campaign

Like I said, the folks at SPJ are here to stand behind you. We have generated letters for all Deans of Colleges of Communications, Schools of Journalism and all things that fall in between. A copy of the letter is included in your packet. The letter explains the campus media statement and asks your Dean to please consider declaring your campus publication a “Designated Public Forum.”

A signing statement was also sent to your Dean. That has also been included. If he so chooses to sign, this gives us record that your campus is indeed a “designated public forum,” and should not be subject to censorship beyond reason. One copy of the signing statement should be kept on file at your university, perhaps within the campus publication newsroom, and the other will be kept on file at SPJ headquarters.
STEP THREE: Local Letter Campaign

Now it’s your turn. It’s time to come face to face with this pressing issue on our campuses. We challenge you to take the responsibility as an executive board of your local SPJ chapter and meet with the dean. Present a copy of the letter and entertain a discussion about accepting your publication as a “designated public forum.” If the dean sees that his students are standing strong behind the issue, it is our hope that he will be more willing to sign.

Want to go a step further? Do what we know best; write about it. If your campus publication takes on the issue, the whole community will be informed of your campus lobbying efforts. And there’s power in those kinds of numbers.
STEP FOUR: Some Legalities

Become an expert on the subject. When someone on campus asks you about this issue, fire back some court cases. When an administrator asks you where the court stands, know your stuff. Below is an abridged version of the legal precedent for college campus censorship:

Hosty v. Carter (Illinois Seventh District Court):
The court ruled that public colleges have total control over subsidized student newspapers. Any student newspaper receiving student fees could be subject to the administration’s control over content.

The Hazelwood case ruled that newspapers not considered “public forums” could be censored. While the case involved a high school publication, the case left the status of college publications undefined. Hazelwood has since been argument for both sides since.

It’s on the rise:
From 1988 to 1992, the Student Press Law Center charted a 143% increase in calls from student journalists.
Be A Lobbyist
Implementing the Campus Media Statement

Your team at headquarters:

**SPJ Headquarters**
**Terry Harper, Executive Director**
**Chris Vachon, Associate Executive Director, Society**
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St., Indianapolis, IN 46208
317/927-8000 | Fax: 317/920-4789

**Neil Ralston, Vice President Campus Chapter Affairs**
Neil Ralston serves as a campus adviser at large for SPJ's national board of directors. He is an assistant professor of journalism at Western Kentucky University in Bowling Green, Ky. Before joining the faculty at Western Kentucky, Ralston was an associate professor of journalism at Northwestern State University in Natchitoches (NAK-uh-THIS), La., where he taught and advised the student SPJ chapter since 1999. Other teaching appointments include Truman State University in Kirkville, Mo, Ralston began a career in journalism in 1978 and has worked as an editor, reporter and photographer at weekly and daily newspapers in Missouri, Illinois, Louisiana and Texas. His most recent full-time reporting job was in 1985-89 when he worked for the San Antonio (Texas) Light where he covered city hall, the police, federal law enforcement agencies and the federal courthouse.

Ralston has bachelor’s degrees in communication and industrial technology from Northeast Missouri State University and a master's degree in journalism from The Ohio State University where he was a fellow in the Kiplinger Program of Public Affairs Reporting. He earned a doctorate from the University of Missouri-Columbia in 2002. Additionally, Ralston was named SPJ's campus chapter adviser of the year for the 1998-99 school year. He has been a member of the SPJ board since 2003.

**Contact Neil:**
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Bowling Green, KY 42101-1070
Phone: (270) 745-5841
Email: nralston@spj.org

**Sue Kopen Katcef, Campus Advisor At Large**
Sue Kopen Katcef serves as SPJ's nation campus adviser at-large. She is an award winning veteran broadcast journalist who is now a member of the faculty of the Philip Merrill College of Journalism at the University of Maryland where she teaches broadcast news writing and production. In addition, she helps with the daily TV news show, “Maryland Newsline,” produced by the college’s advanced broadcast news reporting class for UMTV, the campus’ cable TV channel operated by the Merrill College of Journalism. “Maryland Newsline” airs on the cable channels in two of the state's largest counties (Montgomery and Prince George's) as well as Baltimore City.

Before joining UMD, Kopen Katcef was a reporter and anchor for WBAL Radio news in Baltimore, where she continues to freelance for the station. She also worked as a reporter in television with stops at Baltimore’s WJZ and Maryland Public Television.

An active member of SPJ since 1973, Kopen Katcef is currently the adviser to the University of Maryland student chapter, corresponding secretary for the DC SPJ Pro Chapter and scholarship chair for the Maryland Pro Chapter. She resides in Annapolis, Md. with her husband and son.

**Contact Sue:**
Philip Merrill College of Journalism
College Park, MD 20742
Phone: (301) 405-7526
Email: skatcef@spj.org
Implementing the Campus Media Statement

Mead Loop, Campus Advisor At Large
Mead Loop is chairman and an associate professor of journalism at Ithaca (N.Y.) College. He has been a SPJ board member since 2002 and is co-chairman of the Sigma Delta Chi Foundation Grants Committee. Loop's scholarship has been published in Mass Communication & Society; Newspaper Research Journal; Journalism and Mass Communication Quarterly; and Journalism and Mass Communication Educator.
Previously, he was an editor at the Nashville Banner, Lancaster Intelligencer Journal, and Kansas City Times and Star. Loop has a master’s degree in journalism from the University of Missouri at Columbia and a bachelor’s degree in television-radio from Ithaca College.
“My first contact with journalism issues on a national scale was with SPJ, and the more I become immersed with the Society, the more I learn about journalism today.”

Contact Mead:
Associate Professor/Chair Journalism Dept
Ithaca College
Park Hall, Rm. 258A
Ithaca, NY 14850
Phone: (607) 274-3047
Email: mloop@spj.org

Melissa Patterson, Student Representative
Melissa Patterson is a senior print journalism major at the University of Central Florida and the president of her campus SPJ chapter. She has interned twice for her local newspaper, the Orlando Sentinel, and has been a Pulliam Fellow at the Indianapolis Star. She also studied as a Mass Communications student with The Washington Center while interning at USA Today. Patterson plans to finish a textual analysis of American newspaper coverage of death penalty issues by graduation in May 2008. She hopes to encourage the formation of more student SPJ chapters and facilitate better collaboration with local pro chapters during her term as student representative.

Contact Melissa:
University of Central Florida
2513 Corbyton Court
Orlando, FL 32828
Phone: (561)214-5112
Email: MPatterson86@hotmail.com

Taylor Rausch, Student Representative
Taylor Rausch is a magazine journalism and history major at the University of Missouri with a minor in civic leadership. Originally, she hails from Zionsville, Indiana and has had her eyes set on a career in Washington D.C. for the past decade. She has held internships at the Boone County, Indiana daily, The Daily Sun, where she covered the passage and implementation of town smoking ban, the opening of esteemed artist Nancy Noel’s gallery, and the Miss Indiana pageant, among other crafting her own Studs Terkel-inspired human interest page, Spoken, and an internship at the Zionsville weekly, The Times Sentinel. For the 2007-2008 year, Rausch serves as the student representative to the Society of Professional Journalist national board. Also, at Mizzou, Rausch currently serves as Vice President of the MU’s chapter, the largest student SPJ chapter in the nation. She is also active as the Vice President of Membership Recruitment for the newly instituted MU Journalism Scholars Association.

Contact Taylor:
University of Missouri
603 Kentucky Blvd.
Columbia, Mo 65201
Phone: (317) 408 - 3650
Email: taylorrausch@mizzou.edu
Dean of Such and Such Journalism School  
Such and Such University  
12345 Street Name  
City, State 12345

To Dean Such and Such:

The national headquarters of SPJ would like to congratulate you on your dedication to shaping tomorrow's bylines. Journalism education is a vital part of our field today as inevitable change awaits the news business. Why not be part of that change?

As the Student Representative to the National Board of the Society, I am writing to ask you to declare three simple words: designated public forum. With these three words, your University and its campus publication would be on the edge of change in the battleground of censorship. Declaring a publication a “designated public forum” helps bar it from censorship of a college campus. I ask that you protect your publication and join with the Society of Professional Journalists and our Campus Media Statement (see next).

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Signature: _______________________________ Date: _______________________________
Printed Name: ___________________________ Position: ___________________________
MEMORANDUM

DATE: May 3, 2008
FROM: Steve Geimann
SUBJ: ACCREDITATION COUNCIL FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS – SPRING 2008 REPORT
FOR: SPJ Board of Directors

The Accreditation Council for Education in Journalism and Mass Communications met this week to consider recommendations on 21 undergraduate and one graduate program, including denial for Southern and Winston-Salem State.

The Council has never considered more than a single denial and since 1997 denied re-accreditation once – a decision overturned on appeal.

ACCREDITATION DECISIONS

The Council was to review proposals to re-accredit 15 programs, grant provisional re-accreditation to Southern Illinois-Carbondale and Temple, provisional accreditation to Buffalo State and accreditation to Jacksonville (Alabama) State and New Mexico. Of the actions, five reflected revisits to schools placed on provisional status two years ago to remedy deficiencies.

The Council’s Accrediting Committee in Chicago March 15-16 found Southern and Winston-Salem remained deficient on at least one of nine standards. At Southern, the Committee overturned a recommendation of a re-visit team for re-accreditation because the school failed to resolve equipment and maintenance issues. Winston-Salem was unable to achieve a balance between liberal arts and journalism courses in its curriculum and complete assessing the program to comply with Council standards.

The Committee split on recommendations for re-accrediting Tennessee-Martin and San Francisco State. Re-accreditation decisions were unanimous for Auburn, San Jose State’s undergraduate and graduate programs, Michigan State, Hofstra, Tennessee-Chattanooga, NYU, Kansas State, Oklahoma State, Florida A&M, Alaska-Anchorage, Indiana and Nevada-Reno.

I participated in the site visit to Michigan State last fall.

The Council re-accredits programs, issues a provisional re-accreditation to give schools time to come into compliance with the nine standards when deficiencies are identified or denies re-accreditation.

2008-2009 ACADEMIC YEAR

The Council will send teams of journalists and educators to 26 schools in the next academic year, including first-time visits to Tecnologico de Monterrey (Mexico) and San Diego State.

COUNCIL, COMMITTEE CHANGES

Accrediting Committee Chairman Tom Kunkel, dean of the Merrill College of Journalism at Maryland, is stepping down to become president of St. Norbert College in De Pere, Wisconsin. Committee Vice Chair Pam Luecke from Washington and Lee was nominated as chair, Carla Lloyd from Syracuse was nominated as vice chair. Both nominations were to be ratified by the Council.

Reginald Robinson, president of the Kansas Board of Regents, was appointed to a three-year term as public member, replacing Peggy Dotson whose term expired in May; Jeff Cohen, editor of the Houston Chronicle, replaces Rick Rodriguez on the Accrediting Committee, after ASNE named Rodriguez to replace Peter Bhatia on the Council; Cyle Workman, professor of journalism at Florida A&M, replaces Jo-Ann Huff Albers as representative for the Association of Women in Communications; former Council President Jerry Ceppos was named dean of the Reynolds School of Journalism at Nevada, Reno. Ceppos represents the Newspaper Association of America Foundation.

ACEJMC meets in May, to review programs, and in late summer or fall 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 budget, $5,000 for SPJ, with $7,000 for groups with bigger budgets. School dues are $1,000.

The Council, founded in 1945, is the only body accrediting 111 journalism, public relations, advertising or telecommunications programs, with 14 industry groups and five educational organizations. SPJ joined in 1977, withdrew in 1989, and returned in May 1996. I am completing my 11th year as a Council member.
DIVERSITY COMMITTEE

For the past several months, we have been busy organizing and implementing the five national FOI trainings for ethnic media. I was present at the first in Los Angeles on Mar. 24. The room was packed with some 25 members of ethnic media from Spanish-language television to Filipino weeklies to Korean dailies eager for formal training. They grilled Joel Campbell on the finer points of FOI laws. We also had longtime Los Angeles Times’ investigative reporter, Ted Rohrbich, on hand to talk about specific local issues. The evaluations came back overwhelmingly positive with many requests for future trainings. At the training, many news outlets shared stories about not being able to get timely police and government records. They believe because they are lesser known, authorities do not take their FOI requests as seriously. In addition, some outlets complained that they were not given access to detention centers that were given to larger news outlets. After listening to their stories, I was struck by the need for future programs that focused on mainstream-ethnic media collaborations on investigative projects...fodder for a future proposal.

As of this writing we are preparing for the Sacramento and Minnesota trainings at the end of April. I hope to have more updates by the board meeting. I included a synopsis of each of the FOI events below.

Other updates:

-- We as a committee are also continuing to work on workshops for both the Unity: Journalists of Color Convention in July and the national SPJ convention. At Unity, there will also be a reunion for participants of the Diversity Leadership program. Board members are welcome to attend.

-- Sally Lehrman and headquarters staff are also working on technical updates to the Rainbow Sourcebook and after that is completed, will begin aggressive marketing of it again.

-- Judging for the New America Awards, recognizing mainstream-ethnic media collaborations, is commencing.

-- The diversity blog and Quill column continue to have thought provoking items on diversity.

-- Finally, diversity committee member Aiesha Little was recently awarded a Reaching for the Stars Award given to 12 young African-American achievers and future leaders. The recipients are awarded based on their records in professional achievement, community service and leadership skills.

Ethnic media trainings

Los Angeles

Missing Persons, Injustice, and Health Hazards

The Southern California Freedom of Information training program for ethnic media will give reporters and editors more knowledge of public records laws to strengthen their reporting. The sessions will focus on obtaining important documents in the areas of immigration, criminal justice and environmental health, critical issues in the region. In the morning, Joel Campbell, chair of the Freedom of Information committee with the Society of Professional Journalists will give his
presentation on FOI laws. In the afternoon, Ted Rohrlich, Los Angeles Times investigative reporter, will present his first hand experience reporting stories on criminal justice and local government. Rohrlich has been a reporter for 25 years at the L.A. Times.

The event is co-sponsored by the Society of Professional Journalists, Southern California chapter and New America Media. The program will take place on Mar. 29 from 8:30 to 2 pm at Southern California Public Radio, 261 South Figueroa Street, Suite 200, Los Angeles CA 90012. Fee for the program is $8. Lunch will be provided. First 25 participants to register will receive complimentary 6-month memberships to the National Society of Professional Journalists (www.spi.org)

Sacramento

**Ethnic Media in a Political Year:**
A day of training on effective political reporting tools for journalists from ethnic media outlets.

The Society of Professional Journalists, Northern California Professional Chapter, The Sacramento Bee and New America Media offer a day-long group of sessions designed to show journalists where to get the best information on political demographics, trends, issues and campaign spending. The sessions will also focus on obtaining pertinent documents in the areas of immigration and environmental health. The seminar is targeted at journalists from ethnic media outlets in Northern California; to demonstrate that regardless of an outlet’s size and budget, a number of informative stories and topics critical in this political year are well within reach.

**Instructors and speakers include:**
- Joel Campbell – FOI chairman, National Society of Professional Journalists
- Peter Scheer – California First Amendment Coalition
- Andrew McIntosh – Sacramento Bee investigative reporter.
- Phillip Reese – Sacramento Bee computer-assisted reporting specialist.
- Steve Magagnini – Sacramento Bee senior writer, diversity.
- Susan Ferriss – Sacramento Bee senior writer, immigration.
- Ngoc Nguyen – Sacramento Bee Metcalf fellow, environment reporter.

**WHEN:** Friday, April 25, 2008, 8:30 a.m. – 3 p.m.

**WHERE:** Eleanor McClatchy Center, 2131 Q Street, Sacramento. (21st and Q streets, across from The Bee.)

**COST:** $8

Lunch will be provided.
Travel expense subsidies available for carpoolers and those taking public transportation to Sacramento.
First 25 to register will receive complimentary 6 month memberships to the National Society of Professional Journalists (www.spi.org)
Minnesota

SPJ organizes Freedom of Information seminar for ethnic media

The November election hinges on issues like immigration, religious differences, government surveillance and what constitutes American values. More than ever, government information needs to be readily accessible to the greatest number of people. The Society of Professional Journalists aims to help members of the Twin Cities ethnic media to effectively get access to the information their viewers, listeners and readers need to know. The nation’s political eyes turn to St. Paul this summer as the city hosts the 2008 Republican National Convention. Thousands of delegates, pundits, elected leaders, demonstrators and journalists will descend on the convention hall in August. Join FOI experts for a two-hour crash course about what information the public demands and clear, accurate and effective ways to get it. The session will also cover how to obtain important documents in the areas of immigration, homeland security and political reporting. The event will be held on Apr. 29 6 to 8:30 pm at the Rondo Library, 461 N. Dale Street, St. Paul. Admission is free. First 25 participants to register will also receive complimentary 6-month memberships to the National Society of Professional Journalists (www.spi.org)

Arkansas

An increasing number of Hispanics are moving into Arkansas, particularly the northwest corner of the state. The student populations of two of the four major school districts in this region are one-fourth to one-third Hispanic, and those city populations reflect that ratio. The amount of Spanish media outlets here are growing, with newspapers, radio and television. Freedom of Information and ethics training for ethnic media will give reporters and editors an introduction to public records laws intended to enhance their reporting. In addition, trainers will look specifically at how to obtain public records pertaining to the topics of immigration and government surveillance. The training will be held from 6-8:30 p.m. May 15 at the Jones Center for Families, Room 136, Springdale. Admission is free. First 25 participants to register will also receive complimentary 6-month memberships to the National Society of Professional Journalists (www.spi.org)

Idaho

The Freedom of Information training program for ethnic media will give reporters and editors more knowledge of public records laws to strengthen their reporting. In addition, the sessions will focus on covering tribal governments including accessing public records on reservations and Native lands. The program will take place on June 21 at the University of Idaho from 9 am to 2 pm. Fee for the program is $8. Refreshments will be provided. Please register by May 31st. First 25 participants to register will receive complimentary 6-month memberships to the National Society of Professional Journalists (www.spi.org)
LEGAL DEFENSE FUND

Dear Clint, 

April 15, 2008

I wanted to thank you for this opportunity to serve SPJ as chair of the Legal Defense Fund Committee this year. This has been and continues to be an exciting way to participate in one of SPJ’s key areas of advocacy.

We’ve been fairly busy, but as always, there’s more I’d like us to do. In addition to giving out more money, I would like to see the LDF and SPJ’s legal advocacy efforts have a stronger, more unified presence on the Web and in our marketing/promotional materials.

To that end, I’d like to begin to map out how we can reorganize our existing Web content. And I’d also propose that we rename the “LDF Shield” blog the “Legal Shield” blog. I hope this will encourage others to participate in the blogging and contribute to the Web pages to enhance this as a resource. This would further distinguish the LDF blog from the FOI blog.

As for the work of the committee so far, since the national convention, the LDF Committee has only granted two LDF requests for a total of $3,000.

SPJ also, through the LDF Committee or with the LDF Committee’s assistance, has signed on to six amicus briefs, lent its name to comments/letters on three occasions and advised SPJ’s leadership.

Two LDF grant requests were rejected.

As chair, I fielded several calls and e-mails, invited applications and advised journalists. You’ll note from the summaries that follow that our activity comes in spurts.

I want to thank those who have so far participated in LDF activities this year, including our subcommittee members: Jesse Holland, Associated Press, Washington, D.C.; Julie Kay, the National Law Journal; Mike Knaak, St. Cloud Times; Rebecca Neal, Indianapolis Star; Ellen Mrja, Minnesota State University; and Margaret Graham Tebo, Columbia College Chicago.

On the development side, Julie Kay and I have begun collecting Silent Auction items. I have pledges from Columbia College Chicago to donate framed editorial cartoons that were part of its national editorial cartoon contest.

We’ll be ramping up our activity as planning for the convention in Atlanta shifts into high gear. Because of staff limitations, I’m told that unfortunately the annual Silent Auction will likely move back to the vendor area, with the live auction continuing with fewer items the night of the Opening Reception.

If you have auction items or leads for auction items or want more information on the summaries of the LDF Committee’s action items, please contact me: mmcdonough@spj.org.

Sincerely,

Molly McDonough
Legal Defense Fund, Chair
312-513-9448
Summary of LDF activity through April 15, 2003:

OCTOBER

In October, a $1,000 grant was awarded to the Salt Lake Tribune and the Utah Media Coalition to help fund a lawsuit seeking access to federal Mine Safety and Health Administration Hearings. There was unanimous support from the LDF Committee.

In October, SPJ agreed to sign on to comments drafted by the Society of Environmental Journalists. The comments objected to overbroad regulatory language the Department of the Interior proposed. SPJ along with the SJF believed the language threatened to limit photo journalism and audio recording in national parks. Five members of the LDF Committee voted, one did not participate.

In October, SPJ agreed to continue to sign on to an amicus brief objecting to overbroad language in the Child Online Protection Act that could have a negative impact on journalism. Five members of the LDF Committee voted, one did not participate.

In October, SPJ agreed to sign on to comments to the federal Judicial Conference regarding open Internet access to plea agreements. A policy proposed by the DOJ would limit public Internet access via PACER to plea agreements in criminal cases to protect cooperating witnesses. The LDF Committee voiced unanimous support for signing on to the comments, which were initiated by the Reporters Committee for Freedom of the Press.

In October, SPJ agreed to lend its name to a letter drafted by the Newspaper Association of America to House of Representatives leadership advocating for more balanced space allocation for print and other media in the new Capitol Visitors Center. After much discussion and participation from the Committee and Subcommittee, the vote was 5-1 to join the letter. UPDATE: In mid-January, we learned that House Speaker Nancy Pelosi has given the print media additional space in the new Capitol Visitors Center.

NOVEMBER

In November, the full SPJ board voted to extend a $2,000 grant Miami freelance photographer Carlos Miller. This required full board approval because Miller had already received a $1,000 grant after his arrest on charges of disobeying police. UPDATE: Miller’s case continues to drag on and he’s now without counsel. For whatever reason, his counsel decided not to take the case all the way to trial and has withdrawn from the case. The LDF Subcommittee and South Florida Pro Chapter are working with Miller to help him secure counsel. Miller files regular updates about his case on his blog: Photography is Not a Crime. http://carlosmiller.com/

DECEMBER

In December, the LDF Committee voted to reject an LDF request to extend a grant to a Michigan man who believed his site was being shut down via personal protective order in retaliation for critical comments he published on his website.

JANUARY

In January, SPJ agreed to sign on to an amicus brief supporting a recent decision from a lower D.C. federal court holding that Secret Service visitor logs are "agency records" subject to FOIA. The amicus is to focus on the importance of Secret Service logs being subject to FOIA and will also emphasize the broader harm to accountability and openness if the appellate court sides with the government.
In January, SPJ agreed to a request from the American Association of Publishers that it sign on to an amicus brief in Wilson v. McConnell, challenging the CIA’s redaction of Valerie Plame-Wilson’s memoir Fair Game. SPJ’s participation is limited to a brief that argues, on broad First Amendment grounds, that the rationale for censoring Wilson was undermined when the information became available publicly.

FEBRUARY

In February, President Clint Brewer asked the LDF and FOI Committees to weigh in with advice on whether SPJ should opposed a Los Angeles City Council motion that proposed the creation of a “personal safety zone to regulate paparazzi. The Los Angeles Pro Chapter has opposed the motion, which has since been dubbed the “Britney Bill.” The consensus of the LDF Subcommittee was that, while there is a concern that journalism could be impacted by such legislation, it is too soon for SPJ to weigh in.

In February, the committee agreed quickly and unanimously to a request by the Reporters Committee, the Los Angeles Times, and Hearst to sign on (at no cost) to an amicus brief involving the whistle-blower site WikiLeaks that was shut down by a federal judge in the Northern District of California. Amici were concerned about what amounted to a prior restraint against a website that disseminates information. SPJ issued multiple statements about the case.

MARCH

In early March, the committee responded quickly over the weekend when Judge Walton issued an order on a Friday night holding former USA Today reporter Toni Locy in contempt for refusing to reveal her confidential sources in the Privacy Act suit brought by Steven Hatfill. Walton refused to issue a stay allowing Locy to appeal to the D.C. Circuit and said that Locy would be individually and solely responsible to paying up to $5,000 a day in fines. Gannett filed for an emergency stay of the contempt citation Monday, March 10, in the D.C. Circuit, and the Reporters Committee submitted an amicus brief along with SPJ (at no cost to SPJ).

In mid-March, a freelance writer in Pennsylvania requested assistance from the LDF after he became embroiled in a copyright infringement case that had nothing to do with anything he had control over. I noted particular concern that the magazine that hired the freelancer wasn’t offering and in fact had rejected his requests for legal assistance. The case against the freelancer and others had been dismissed, but will likely be re-filed. The committee opted not to become involved at this point. UPDATE: The freelancer notified me in April that the publication that hired him has finally agreed to represent him free of charge.

In late March, SPJ was again asked to sign on to a Toni Locy appeal, this one to the D.C. Circuit and focusing on the applicability of a common-law reporters privilege. The brief also argued that the identities of the individuals who provided Locy with information are not crucial to Hatfill’s Privacy Act case, particularly when Locy’s testimony will require revealing confidential sources that are completely irrelevant to Hatfill’s case. Finally, amici argued that Judge Walton’s decision to prohibit Locy from accepting reimbursement for her fines is unprecedented and impermissible. There was no cost to SPJ to sign on.

APRIL

[PENDING] In April, Carolyn Carlson, in consultation with Dave Cuiller, has asked if Baker & Hostetler could draft comments on behalf of SPJ to submit to the Department of Education in response to its Notice of Proposed Rulemaking of new regulations for the Family Educational Rights and Privacy Act
(FERPA). While most of the proposed regulations are reasonable, there are a couple of red flags. First, the regulations propose the withholding of records if the records related to a situation is highly public and the requestor can figure out which student's record is being released even when the students' identifying information is redacted (and perhaps requested it exactly for that reason, known as a "targeted request"). That's problematic not only because the information would clearly be newsworthy, but also because it gives the universities an enormous amount of discretion in deciding whether to release records. Second, the regulations don't address whether parking tickets can be withheld under FERPA -- something universities usually contend when asked for those records.

In April, the committee received a request for LDF assistance from a former East Tennessee reporter who filed a federal lawsuit in 2007 against his former employer, a rural daily, and a public official. The applicant alleges, among other things, that the mayor of Cocke County, Tenn., and the county itself violated his First Amendment rights to free speech by suppressing the publication of his stories and having him fired. He was asking for at least $5,000, which would require full board approval. The committee voted 5-0 to reject the request because the case seemed to primarily be an employee-employer dispute. [This was the applicant's second request. His application in 2007 also was denied, though he didn't recall getting a formal rejection.]
THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

SUNDAY, MAY 4, 2003
8 A.M. – NOON

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
MAY 4, 2008
8 A.M. – NOON
EUGENE S. PULLIAM NATIONAL JOURNALISM CENTER
INDIANAPOLIS, INDIANA

1. Call to order – Geimann

2. Roll call – Gratz
   b. Leger     i. Carlson  p. Kopen-Katceff  w. Ralston
   c. Gratz     j. Cross   q. Leeds   x. Smith
   d. Dubin     k. Gillman r. Levine  y. Tatum
   e. Aekens    l. Hurley  s. Maynard
   f. Augherton m. Jones   t. McKerral
   g. Brown     n. Ketter  u. Porter

3. Approval of Minutes
   a. October 4, 2007, board of directors meeting minutes [PAGE 1]

4. President’s Report – Geimann [PAGE 8]

5. SPJ President’s Report – Brewer

6. Staff – Harper/Grimes

7. Grants for Consideration
   a. Consideration of Grant Requests – Leger [PAGE 10]
   b. Consideration of Specified Gift Requests – Grimes [PAGE 18]

8. Adoption of budget for fiscal year ending July 31, 2009 [PAGE 19]

9. Committee reports/updates (as necessary)
   a. Executive – Geimann
   b. Finance – Dubin [PAGE 33]
   c. Governance/Mission – McKerral
   d. Grants and Awards – Leger/Loop
   e. Projects – Brown/Cross

10. Old business

11. New business

12. Adjournment
Appendix Items

- October 29 & 30, 2007, executive committee meeting minutes [PAGE 35]
- December 12, 2007, executive committee meeting minutes [PAGE 37]
- Grant-Making History [PAGE 38]
- Board Member Terms [PAGE 44]
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
OCTOBER 4, 2007
WASHINGTON, DC

MEETING CALLED TO ORDER
With President Steve Geimann presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 8:15 a.m. on Thursday, Oct. 4, 2007, at the Hyatt Regency Capitol Hill in Washington, DC.

ROLL CALL
In addition to President Geimann, the following board members were present: Vice President Robert Leger; Secretary Irwin Gratz; Treasurer Howard Dubin; Directors Dave Asikens, Clint Brewer, Fred Brown, David Carlson, Al Cross, Todd Gillman, Bill Ketter, Jann Arntzen, Al Neidig, Mead Loop, Dory Maynard, and Mac McKerrow. Staff members present included Executive Director Terrence G. Harper and Associate Executive Director Julie Grimes.

APPROVAL OF MINUTES
Upon a proper motion and second by Brown and Leeds, respectively, the board approved the minutes of the April 11, 2007, executive committee meeting.

Upon a proper motion and second by Leger and Asikens, respectively, the board approved the minutes of the May 20, 2007, board of directors meeting.

CONSIDERATION OF SPECIFIED GIFTS
Upon a proper motion and second by Ketter and Carlson, respectively, the board approved the following specified gifts:

1. A grant of $15,000 to SPJ (specified gift from the Harnisch Family Foundation) to support The Reporters Institute training program.

2. A grant of $500 to Mid-Michigan SPJ Pro Chapter – Region (specified matching gift from John Grimm) to support the SPJ 2007 Region 4 Spring Conference.

3. A grant of $15,000 to SPJ (specified gift from the Howard and Ursula Dubin Foundation) to support the general educational programs of the Society of Professional Journalists.

4. A grant of $10,000 to SPJ (specified grant from the Gannett Foundation) to support the diversity programs at SPJ’s 2007 convention in D.C.

PRESIDENT’S REPORT
Geimann presented an oral report about his recent trip to present the Eugene C. Pulliam Fellowship for Editorial Writers during the National Conference of Editorial Writers convention in Kansas City. The fellowship was awarded to Jeff Gerritt of the Detroit Free Press.

SPJ PRESIDENT’S REPORT
SPJ President-elect Brewer shared a brief update with the board about the SPJ board meeting the previous day.
STAFF REPORTS
Harper referred to the staff report, which was available in the board packet. Harper touched on plans for SPJ’s membership department as well as Grimes’ upcoming leave of absence.

Grimes reviewed the annual fund update, Challenge Grant III results and recent personal outreach and donor development efforts.

STRATEGIC PLANNING UPDATE
Grimes shared background on the strategic plan, endorsed in the previous day’s meeting by the SPJ board of directors. She encouraged board members to use the plan for budgeting, grant making and long-term planning in the coming years.

Upon a proper motion and second by Gillman and Kirtley, respectively, the board instructed staff to include a copy of the strategic plan in each board packet throughout the life of the plan.

CONFLICT OF INTEREST POLICY
Harper noted the conflict of interest policy proposal that was included in the board packets. The Foundation’s auditors recommend that the board adopt a conflict of interest policy, and Harper presented his proposed policy, noting that it had been approved by legal counsel, Baker & Hosteller. Board members reviewed the written policy proposal and made language changes to the document.

Upon a proper motion and second by Carlson and Aeikens, respectively, the board adopted a conflict of interest policy which included the addition of language regarding grants, which was previously approved by the board. The new policy, with this language, is included at the end of this document.

CAMPAIGN FOR ETHICAL JOURNALISM
Brown offered an update on the Campaign for Ethical Journalism, noting that SPJ’s Public Outreach Committee is currently reviewing plan activities and documentation and expects to make recommendations and provide a timeline for plan implementation within the next two weeks. Committee members have met with an ASNE group headed by Ken Paulson that also plans to launch a national campaign about the First Amendment. Our organization is looking for opportunities to work together on these efforts.

OFFICER AND DIRECTOR ELECTIONS
McKenna, chair of the Governance Committee, presented the nominations report.

Upon a proper motion and second by Gratz and Loop, respectively, the following directors were elected by the Foundation board:
- David Carlson, elected to a three-year term on the board
- Al Cross, re-elected to a three-year term on the board
- Howard Dubin, re-elected to a three-year term on the board
- Hoag Levins, re-elected to a three-year term on the board
- Russell Pulliam, re-elected to a three-year term on the board

Directors completing terms of service and leaving the board as of this meeting include: Ken Bunting, Ruth Ann Leach, Farnsich and Tony Mauro. The board commends them for their service.

Upon a proper motion and second by Carlson and Brown, respectively, the following officers were elected to one-year terms:
Vice President: Robert Leger
Secretary: Irwin Gratz
Treasurer: Howard Dubin

President Geimann is beginning the second year of a two-year term as president of the Foundation.

The elections will be presented to the SPJ board of directors for ratification during the Oct. 7 board meeting. At that time, additional SPJ representatives will be added to the board for one-year terms.

FOUNDATION FINANCES
Dubin distributed a memo outlining the Foundation's financial structure, history and general management practices.

EUGENE C. PULLIAM FELLOWSHIP FOR EDITORIAL WRITERS
Awards and Honors Committee Chair Leger reviewed his committee's work update on examining the structure of the Pulliam editorial fellowship. Committee members have interviewed past fellows and their employers as well as a member of the Pulliam family. The committee may be prepared to make a proposal at the spring meeting.

GRANT UPDATES
Board members had an opportunity to review current grant updates, which were included in the board packet.

Upon a proper motion and second from Gratz and Cross, respectively, the board instructed the executive director to contact Western Kentucky University regarding a Foundation grant to prepare a textbook of college press case studies. The university should update and seek wider distribution of the materials prepared under the Foundation grant. If no update and distribution is accomplished by August 30, 2008, the grant funds should be returned to the Foundation. (McKerral abstained from this vote.)

NEW BUSINESS: CHAUNCEY BAILEY REPORTING PROJECT
Maynard brought to the board attention a case in Northern California where a group of journalists and journalism organizations are seeking to complete a journalistic investigative piece that was underway by Chauncey Bailey, a journalist who was killed recently. The group is seeking financial support to complete the work and expects to solicit $100,000 to $150,000 from several journalism organizations. SPJ board member Sally Lehman, also from Northern California, spoke in support of this project, which would include educational components and serve as an example of exceptional public service journalism.

Gillman and Brewer made a motion that the Foundation commit financial support to this investigative reporting project in an amount between $10,000 and $20,000, with the Foundation's Executive Committee to make a decision within one month as to the total amount of the grant.

Upon a proper motion and second by Ketter and Gratz, respectively, the motion was amended as follows: The Foundation commits up to $20,000 in financial support to this investigative reporting project and instructs the Foundation's executive committee to determine that amount within the next month. The motion carried without dissent.

NEW BUSINESS: EUGENE S. PULLIAM FIRST AMENDMENT AWARD
Kirtley, who served on the Eugene S. Pulliam First Amendment Award selection committee, noted that she was troubled by the "uneven" nature of the nominees for this award. The award depends on
self-nominations, which can be problematic. She encouraged the board to consider a process where a selection committee seeks out possible nominees for the award. This committee would make recommendations and consider opportunities for honoring individuals with this noted award.

This was referred to the Awards and Honors Committee for a recommendation.

ADJOURNMENT
There being no further business to come before the board of directors, upon a proper motion from Gillman and Brown, respectively, the board voted to adjourn at 10 a.m. on Thursday, Oct. 4, 2007. Informal committee meetings followed the board meeting.
Introduction to Conflict of Interest Policy

At some point, most boards confront tension or conflict between the interests of the organization and the interests of an individual board member. For example, if your organization is hiring a new bookkeeper and the board president recommends his sister, other board members may (and should) question whether this is appropriate. On one hand, the board president's sister is an experienced bookkeeper who, because of her personal connection to the organization, will be particularly committed to the work. On the other hand, the executive director may be reluctant to supervise the board president's sister.

Conflicts of interest are difficult to weigh and balance because the relationships between board members and the community also are a part of the contribution that board members make to the agency. If the organization is buying a new computer, for example, and a board member owns a computer store, the organization may well benefit from discounts and extra service by buying the computer at her store. It would be a mistake to prohibit working with board members as vendors. Similarly, members who are also clients of the organization can be tremendously helpful in ensuring that a client perspective is brought to decision-making, but a client board member may find himself in a difficult position if the agency is considering eliminating a service that is used by very few clients other than him. In many cases, the perceived conflict of interest may simply "feel wrong" to some board members, although it might be within legal boundaries.

Three simple safeguards can go a long way towards preventing and avoiding conflicts of interest. First, establish a policy related to conflict of interest, which is signed by all board members when they join the board. The statement can be a simple declaration or require detailed information about the board members' financial interests. Second, establish disclosure as a normal practice. Board members should find it customary for someone to announce, for example, "I have started to date the Clinic Director and, as a result, feel that I must resign from the board. I would like to continue as a member of the Fundraising Committee, but not as a board member." In another situation a board president might say, "This next agenda item relates to asking a collaboration with other children's agencies. I'm going to ask board members who are also on one of these other boards to identify themselves and participate in the discussion, but I will excuse them from the room for part of the discussion and for the vote." Such disclosures should be recorded in the meeting's minutes.

Perhaps even more than written policies, board and staff leadership must establish by example and attitude an atmosphere of personal integrity. Some situations may need only a brief, informal comment to maintain that climate (example: "I know it's only $24 but it's important to keep our finances straight"). In others, a decision may be delayed because of the need to ensure that it has been made in the organization's best interests.

Each of us, by our daily words and actions, contributes to a culture of integrity and responsibility.
Sigma Delta Chi Foundation
Conflict of Interest Policy

The standard of behavior at the Sigma Delta Chi Foundation is that all staff, volunteers, and board members scrupulously avoid conflicts of interest between the interests of the Sigma Delta Chi Foundation on one hand, and personal, professional, and business interests on the other. This includes avoiding potential and actual conflicts of interest, as well as perceptions of conflicts of interest.

The purposes of this policy are to protect the integrity of the Sigma Delta Chi Foundation’s decision-making process, to enable our constituencies to have confidence in our integrity, and to protect the integrity and reputations of volunteers, staff and board members.

In the course of meetings or activities, an individual shall disclose any interests in a transaction or decision where such individual (including any business or other nonprofit affiliations), his or her family and/or significant other, employer, close associates will receive a benefit or gain. After disclosure, an individual may participate in discussion to respond to questions, but then shall leave the meeting before the final discussion and vote and shall not vote on the question.

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.
Sigma Delta Chi Foundation  
Conflict of Interest Policy Statement

The standard of behavior at the Sigma Delta Chi Foundation is that all staff, volunteers, and board members scrupulously avoid conflicts of interest between the interests of the Sigma Delta Chi Foundation on one hand, and personal, professional, and business interests on the other. This includes avoiding potential and actual conflicts of interest, as well as perceptions of conflicts of interest.

I understand that the purposes of this policy are to protect the integrity of the Sigma Delta Chi Foundation's decision-making process, to enable our constituencies to have confidence in our integrity, and to protect the integrity and reputations of volunteers, staff and board members.

In the course of meetings or activities, I will disclose any interests in a transaction or decision where I (including my business or other nonprofit affiliations), my family and/or my significant other, employer, close associates will receive a benefit or gain. After disclosure, I understand that I may participate in discussion to respond to questions, but then shall leave the meeting before the final discussion and vote and shall not vote on the question.

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 or advocate a grant application that would benefit an organization with which they are affiliated, other than answering questions during a board meeting.

I understand that this policy is meant to supplement good judgment, and I will respect its spirit as well as its wording.

Signed: ________________________________ Date: __________

Printed Name: __________________________________________
MEMORANDUM

DATE: May 3, 2008
FROM: Steve Geimann
SUBJ: President’s Report – Spring 2008
FOR: SDX Foundation Board of Directors

The Foundation remained focused on supporting the Society and identifying worthy projects to support. The first quarter was quiet, reflecting a personnel leave granted to the associate executive director.

CHAUNCEY BAILEY
After the fall meeting in Washington, the executive committee held two telephone conference calls and approved a $20,000 grant to the Northern California Pro Chapter to help launch the Chauncey Bailey Project. The chapter redrafted its application to provide greater detail then offered the committee with additional information during the review.

The San Francisco-based chapter is among organizations that joined America Media and the Maynard Institute to continue the work of journalist Chauncey Wendell Bailey Jr. and answer questions regarding his murder Aug. 2, 2007, while reporting on suspicious activities of the Yoruba Black Muslim Bakery.

The Foundation’s grant is helping more than two dozen reporters, photographers and editors, along with journalism students, continue and expand on the reporting Bailey was pursuing when he was gunned down.

The Web site www.chauncybaileyproject.org has been set up to track progress on the investigation. A main focus of the Foundation in approving the grant was the opportunities for students to work alongside experienced reporters on the investigation.

PULLIAM FELLOWSHIP REVIEW
Vice President Robert Leger contacted past winners, along with past Foundation President Paul McMasters and selectors, to assess possible revisions to the award, now valued at $75,000. Robert will report his findings at this meeting.

The 2007 fellow, Jeff Gerritt of the Detroit Free Press, has turned his project on the decade of urban America into a monthly series being published by the newspaper this year. In his first editorial, Jeff wrote: "National and state policies aimed at improving cities -- the long-missing agenda -- are more important today than ever. Struggling cities with high concentrations of poverty create heavy costs for the entire nation in crime, prisons, public assistance, education, healthcare and economic development. Cities, as population and resource centers, offer the best opportunity to solve these
national problems."

Jeff also has written about urban transportation needs, crime and prisons and the differences between two cities — affluent Highland Park, Ill., north of Chicago, and Highland Park, Mich., near Detroit. His work will continue through November.

FOUNDATION FOCUS

Our mission statement, crafted in the past decade, is broad and general: "SDX is a tax-exempt, 501(c)(3) organization that supports the educational programs of the Society of Professional Journalists and serves the professional needs of journalists and students pursuing careers in journalism."

Does the Foundation need a more directed, focused mission that will help in fundraising, grant-making and director recruitment? Should the Foundation identify a specific SPJ mission that it supports above all others?

I raise these questions after SPJ had to return an unused grant for the Campaign for Ethical Journalism because we were unable to complete our work within the deadline. I wonder whether a stronger focus on an issue such as ethics would have given the Foundation and the Society a more directed process to complete work on the project. I welcome your thoughts.
MEMORANDUM

DATE: April 11, 2008
FROM: Terry Harper, Executive Director
SUBJ: GRANT REQUESTS FOR 2008-2009
FOR: Grants & Awards Committee

The purpose of this cover memorandum is to provide an overview of how much money is available for grants for 2008-2009.

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, 2008 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, 2009.

Exhibit C lists the outside grant requests that were received. Only one grant -- from the Student Press Law Center -- was received after the February 15 deadline.

It also should be noted that Western Kentucky University has requested a grant in the amount of $10,000, however, a project funded by a previous SPJ grant was never completed nor has the money -- $3,000 -- been returned. Although the two grant programs are unrelated, I cannot support making an additional grant to an institution that has not properly handled a previous grant.

As you can see, we have outside grant requests totaling $112,850. Available funds total only $62,754.56.

SPJ is asking the Foundation to hold back $15,000 - $20,000 to fund additional Citizens Journalism Academies if the first three prove to be successful. This would lower the available funds for outside grants to $42,000 - $47,000.

I am in a precarious position here since I am the executive director of both the Society and the Sigma Delta Chi Foundation. I have made no secret during my
tenure that I believe SPJ's supporting foundation should be using all of its available funds to advance the missions and programs of the Society as conducted by the Society.

The Society's requests continue to increase each year as it seeks to add new programs that will help it broaden its reach and attract more members to its ranks by providing valuable training and services to journalism.

Finally, the available funds break down as follows:

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General Fund</td>
<td>$1,541.19</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship Fund</td>
<td>$35,153.09</td>
</tr>
<tr>
<td>FOI Fund</td>
<td>$24,345.59</td>
</tr>
<tr>
<td>Archibald Fund</td>
<td>$711.47</td>
</tr>
<tr>
<td>Taishoff Fund</td>
<td>$1,003.21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$62,754.56</strong></td>
</tr>
</tbody>
</table>

It should be noted that it is up to the discretion of the Foundation board whether to use the excess money available in the various funds for something other than its intended use. In other words, it is perfectly acceptable to allocate the remaining $35,000 in the Pulliam Editorial Fellowship Fund for a project not related to editorial writing.
<table>
<thead>
<tr>
<th>Fund</th>
<th>30-Apr-07</th>
<th>31-Jul-07</th>
<th>31-Oct-07</th>
<th>31-Jan-08</th>
<th>Rolling Average</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>$ 8,538,693.28</td>
<td>$ 8,502,205.73</td>
<td>$ 8,927,944.48</td>
<td>$ 7,883,511.03</td>
<td>$ 8,463,053.63</td>
<td>$ 423,153.18</td>
</tr>
<tr>
<td>Professional Development</td>
<td>$ 874,077.66</td>
<td>$ 870,821.41</td>
<td>$ 913,834.22</td>
<td>$ 826,307.86</td>
<td>$ 871,760.29</td>
<td>$ 43,568.01</td>
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<tr>
<td>FOI</td>
<td>$ 507,342.12</td>
<td>$ 505,452.08</td>
<td>$ 505,839.82</td>
<td>$ 499,014.18</td>
<td>$ 496,911.80</td>
<td>$ 24,845.59</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship</td>
<td>$ 2,390,468.03</td>
<td>$ 3,012,866.90</td>
<td>$ 2,950,842.45</td>
<td>$ 2,768,068.02</td>
<td>$ 2,903,061.83</td>
<td>$ 145,153.09</td>
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<tr>
<td>Taishoff</td>
<td>$ 89,707.29</td>
<td>$ 69,447.60</td>
<td>$ 73,273.07</td>
<td>$ 67,828.85</td>
<td>$ 70,064.20</td>
<td>$ 3,503.21</td>
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<tr>
<td>Archbald</td>
<td>$ 103,557.73</td>
<td>$ 103,271.56</td>
<td>$ 108,960.19</td>
<td>$ 101,027.98</td>
<td>$ 104,228.37</td>
<td>$ 5,211.47</td>
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<tr>
<td><strong>Summarized Total</strong></td>
<td><strong>$ 12,983,847.11</strong></td>
<td><strong>$ 13,064,095.28</strong></td>
<td><strong>$ 13,480,693.23</strong></td>
<td><strong>$ 12,197,758.82</strong></td>
<td><strong>$ 12,909,051.11</strong></td>
<td><strong>$ 645,454.56</strong></td>
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<tr>
<td>1</td>
<td>SDX Foundation Operations (est.)</td>
<td>$130,000.00</td>
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<tr>
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<td>Ward Neff Intern Program</td>
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<td>6</td>
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<td>Pulliam First Amendment Award</td>
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<td>Pulliam</td>
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<td>High School Essay Contest</td>
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<td>Archibald</td>
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<td>10</td>
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<td>Tasloff</td>
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<td>R. D. G. Lewis First Amendment</td>
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<td>13</td>
<td>Sub-Total</td>
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<td>NCEW ($20,000 per year thru 2009)</td>
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<td>Sub-Total</td>
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<td>SPJ Grant Requests</td>
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<td>2008 Convention &amp; National Journalism Conference Education</td>
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<td>Board of Directors Training</td>
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<td>Mark of Excellence Awards Staff Support</td>
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<td>Media Credibility Project</td>
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<td>Training Programs</td>
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<td>Professional Development Coordinator</td>
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<tr>
<td>29</td>
<td>The Reporters Institute (2)</td>
<td>$63,000.00</td>
<td>Pro. Dev./Pulliam General</td>
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<tr>
<td>30</td>
<td>Journalists’ Toolbox</td>
<td>$20,000.00</td>
<td>Pulliam General</td>
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<td>31</td>
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<td>32</td>
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<td>Projects</td>
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<tr>
<td>36</td>
<td>Pulliam General Fund</td>
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<td>$423,153.18</td>
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<td>37</td>
<td>Pulliam Editorial Fellowship Fund</td>
<td>$110,000.00</td>
<td>$145,153.09</td>
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<tr>
<td>38</td>
<td>Professional Development Fund</td>
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<td>$43,586.01</td>
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<tr>
<td>39</td>
<td>FOI Fund</td>
<td>$503.00</td>
<td>$24,845.59</td>
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<tr>
<td>40</td>
<td>Archibald Fund</td>
<td>$4,500.00</td>
<td>$5,211.47</td>
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<tr>
<td>41</td>
<td>Tasloff Fund</td>
<td>$2,500.00</td>
<td>$3,503.21</td>
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<tr>
<td>42</td>
<td>Total</td>
<td>$562,700.00</td>
<td>$645,454.56</td>
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<tr>
<td>43</td>
<td>Percent of Total Investments</td>
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<td>5.00%</td>
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<tr>
<td>44</td>
<td>Projected Budget Surplus</td>
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<tr>
<td>Organization</td>
<td>Amount</td>
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<td>------------------------------------------------------------------------------</td>
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<tr>
<td>University of Georgia Foundation (annual survey; $9,000 over three years)</td>
<td>$3,000.00</td>
<td></td>
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<td></td>
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<tr>
<td>First Amendment Foundation (interactive DVD and program for middle and high</td>
<td>$15,000.00</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>school students)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>NFOIC (travel for Sunshine Chairs to attend annual conference)</td>
<td>$10,000.00</td>
<td></td>
<td></td>
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<tr>
<td>APME (online journalism ethics project)</td>
<td>$15,000.00</td>
<td></td>
<td></td>
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<tr>
<td>Chi'town Daily News (citizen journalism training program)</td>
<td>$25,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Kentucky University (minority high school journalism workshop;</td>
<td>$10,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$30,000 over three years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reporters Committee (How to Use Federal FOI Act, 10th ed.)</td>
<td>$15,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MISSED DEADLINE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Student Press Law Center (Covering Campus Crime)</td>
<td>$19,850.00</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>$112,850.00</td>
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</tr>
</tbody>
</table>
SPRING 2008 GRANT PROPOSAL SUMMARIES

The Foundation received 16 grants for consideration during the spring board of directors meeting. Eight requests are from SPJ and eight are from outside organizations. Here are summaries of each request.

1. 2008 SPJ Convention & National Journalism Conference Education
   Requested Amount: $37,500
   Summary: SPJ seeks a grant to bring speakers to the convention for educational programs and keynote addresses.

2. Board of Directors Training
   Requested Amount: $7,700
   Summary: SPJ seeks a grant to develop and implement a training program for its national board members.

3. Mark of Excellence Awards Program Staff Support
   Requested Amount: $15,000
   Summary: SPJ seeks a grant to fund the coordination of the Mark of Excellence Awards honoring outstanding work by collegiate journalists.

4. Media Credibility Project
   Requested Amount: $24,000
   Summary: SPJ seeks a grant to increase dialogue between the public and the press through a series of town hall meetings that will focus on the role the press plays in democracy as well as how and why journalists do their jobs. This program will replace the Ethics Week programming that has been funded by the Foundation in the past.

5. Professional Development Coordinator
   Requested Amount: $50,000
   Summary: SPJ seeks a grant to provide staffing which will allow the Society to develop the 2009 Spring Conferences and bring them in-house under the direction of staff and the professional development committee.

6. The Reporters Institute
   Requested Amount: $63,000
   Summary: SPJ seeks a grant to continue the Reporters Institute for print journalists and add an additional institute for broadcast journalists. The program provides in-depth training for professional journalists during their first three years on the job.

7. SPJ Training Programs
   Requested Amount: $75,000
   Summary: SPJ seeks a grant to continue its successful offerings of professional
development opportunities for journalists in a variety of ways, including its newsroom training program and narrative writing workshops.

8. **Journalist’s Toolbox**
   Requested Amount: $20,000
   Summary: SPI seeks a grant to purchase The Journalist’s Toolbox from the American Press Institute. The toolbox is a compilation of resources for journalists to gain information about specific topics, such as gas prices or taxes. This purchase would bring these resources to SPI’s Web site.

9. **Associated Press Managing Editors Foundation**
   Requested Amount: $15,000
   Summary: APMEF seeks a grant to support an online journalism ethics project. The project will encourage newspapers to establish online policies and practices that support good journalism, as they invite users to contribute content on their expanding Web sites.

10. **Chi-Town Daily News/PublicMedia, Inc.**
    Requested Amount: $25,000
    Summary: Chi-Town Daily News seeks a grant to develop and implement a citizen journalism training program that offers instruction in journalism ethics, reporting, writing and photography.

11. **First Amendment Foundation, Inc.**
    Requested Amount: $15,000
    Summary: The First Amendment Foundation, Inc., seeks a grant to reach middle and high school students with information about open government laws in Florida as well as educate them about why open government is critical to a democratic nation. This will be accomplished through an interactive DVD.

12. **National Freedom of Information Coalition**
    Requested Amount: $10,000
    Summary: NFOIC seeks a grant to support its 2008 annual conference. Specifically, the grant will support the attendance of SPJ State Sunshine Chairs and also FOI leaders from states without existent FOI coalitions.

13. **Reporters Committee for Freedom of the Press**
    Requested Amount: $15,000
    Summary: RCFP seeks a grant to research, write and publish the 10th edition of its guidebook, “How to Use the Federal Freedom of Information Act.”

14. **Student Press Law Center**
    Requested Amount: $19,850
    Summary: The SPLC seeks a grant to substantially update and revise its reference publication, “Covering Campus Crime,” a resource for student journalists, journalism teachers and professional journalists.
15. **University of Georgia Foundation**  
Requested Amount: $3,000 per year for three years ($9,000 total request)  
Summary: UGF seeks a grant to support its ongoing project, the “Annual Surveys of Journalism and Mass Communication.” The surveys gather data about journalism and mass communication programs in the United States and about employment information for graduates.

16. **Western Kentucky University**  
Requested Amount: $10,000 per year for three years ($30,000 total request)  
Summary: Western Kentucky University seeks a grant to support Xposure—a workshop for promising high school journalists, especially those from backgrounds under-represented in U.S. newsrooms.
ACTION ITEM
SPECIFIED GIFTS FOR APPROVAL BY THE SIGMA DELTA CHI FOUNDATION

1. A grant of $50,000 to SPJ (specified gift from the Scripps Howard Foundation, received on 3/31/08) to support the 2008 Ted Scripps Leadership Training program.

2. A grant of $500 to the University of Utah SPJ chapter (specified gift from the Church of Jesus Christ of Latter-day Saints Foundation, received on 3/3/08) to support the chapter's educational and training programs.
## Proposed Budget

**Sigma Delta Chi Foundation**

**FY 09**

### Revenue

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<th>Description</th>
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<td>Merchandise Sales</td>
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<tr>
<td>Gulf Subscriptions</td>
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<td>Registration Fees</td>
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<td>Management Fees - GDX</td>
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### Expenses

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<td>During Travel - Local</td>
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<td>Merchant Fees/Credit Card Processing</td>
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<td>Free Lance labar</td>
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**Net Change in Assets**

$23,000.00
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<th>Ethics Fund</th>
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**Notes:**
- The table above represents the proposed budget for the Direct Rev/Exp for the Sigma Delta Chi Foundation for the fiscal year 2009 (FY 09).
- The budget includes contributions and grants, revenue, and various expenses such as salaries, fringe benefits, payroll related charges, workers compensation insurance, unemployment insurance, miscellaneous expenses, etc.
- The total revenue and expenses are calculated to determine the projected financial status for the year.
- The table provides a detailed breakdown of funds allocated to different projects and purposes.

**Analysis:**
- The total revenue for the year is $701,827.62, with the majority coming from the Pulilam General Fund ($405,550.18).
- The total expenses are $541,439.00, with significant contributions from miscellaneous expenses ($1,750.00) and payroll related charges ($6,442.70).
- The budget aims to balance contributions and expenses to ensure financial sustainability for the Sigma Delta Chi Foundation.

**Recommendations:**
- Review and adjust the budget allocations to ensure that funds are allocated efficiently to meet the organization's strategic goals.
- Monitor the revenue and expenses closely to maintain financial health.
- Consider opportunities for cost savings and alternative funding sources to support the organization's mission.

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*The table and analysis are for educational purposes only.*
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Average: $8,462,043.52 % of rolling avg.

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### SDX Foundation Budget: 2008-2009

#### Revenue

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#### Expenses

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#### Net Change in Assets

| Net Change in Assets | $-172,847.00 | $-172,847.00 |
Grants Awarded Budget: 2007-2008

Pre-Approved Grants
NCEW ($20,000 per year thru 2009)

Grants Under Consideration

Grants Awarded By Fund (without SDX ongoing programs)

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Pulliam General Fund</td>
<td>Contributions/Grants/Awards</td>
<td>$ 20,000.00</td>
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<tr>
<td>Pulliam Editorial Fellowship Fund</td>
<td>Contributions/Grants/Awards</td>
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<tr>
<td>Professional Development Fund</td>
<td>Contributions/Grants/Awards</td>
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<tr>
<td>FCI Fund</td>
<td>Contributions/Grants/Awards</td>
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<tr>
<td>Archibald Fund</td>
<td>Contributions/Grants/Awards</td>
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<td>Taishoff Fund</td>
<td>Contributions/Grants/Awards</td>
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### SDX Foundation General Budget Items: 2008-2009

#### Board Expenses

<table>
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<tr>
<th>Fund</th>
<th>Account</th>
<th>Item</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Board-Related Expense</td>
<td>Flowers/Tokens</td>
<td>28</td>
<td>$30.00</td>
<td>$840.00</td>
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<td>Pulliam General</td>
<td>Board-Related Expense</td>
<td>Spring Board Reception</td>
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<td>Pulliam General</td>
<td>Board-Related Expense</td>
<td>Spring Board Refreshments</td>
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<td>Fall Board Refreshments</td>
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<td>Board Books (annual)</td>
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<td>Board-Related Expense</td>
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#### Employee Travel

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<th>Quantity</th>
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<th>Total</th>
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<td>Employee Travel</td>
<td>Convention Hotel</td>
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<td>Employee Travel</td>
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#### Staff Development

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<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total</th>
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<tbody>
<tr>
<td>Pulliam General</td>
<td>Dues and Subscriptions</td>
<td>AFP Membership</td>
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<tr>
<td>Pulliam General</td>
<td>Employee Education/Training</td>
<td>Conference Participation</td>
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<td>Dues and Subscriptions</td>
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#### Audit/Accounting Fees

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<th>Account</th>
<th>Item</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total</th>
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### Annual Report

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<td>Mail House Fees</td>
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### Office Supplies

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### Software Issues

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<td>Pullam General</td>
<td>Software Maintenace/Upgrades</td>
<td>IMIS Fund Raising Module License</td>
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<td>Computer Services/Consulting/</td>
<td>IMIS Support</td>
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$31,224.00
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<td>Ward Neff Intern Program</td>
<td>Intern Salaries/Taxes</td>
<td>$21,000.00 (Intern Salary)</td>
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<td>Pro Development</td>
<td>Outside Services</td>
<td>$85,460.00 (Advisor Spend)</td>
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<td>Pro Development</td>
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<td>$85,460.00</td>
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| Pulliam Editorial Fellowship  | Awards                       | $63,700.00 (Fellowship)
|                               | Payment for postcards (postage @ .27 and mailing fees) ($75 judging packets)
|                               | Judges Conference Call       | $1,000.00
|                               | Participant Travel           | $1,000.00
|                               | Employee Travel              | $1,000.00
|                               | Board Related Expense        | $1,000.00
|                               | TOTAL                        | $11,165.00            |
| Pulliam Kilgore Interns      | Intern Salaries/Taxes        | $5,000.00
|                               | TOTAL                        | $5,000.00
| Pulliam First Amendment Award | Awards                       | $65,000.00 (Award)
|                               | Plaque                       | $1,000.00
|                               | Judges Conference Call       | $1,000.00
|                               | Participant Travel           | $1,000.00
|                               | TOTAL                        | $11,165.00            |
| High School Essay Contest     | Awards                       | $1,000, $2,000, $3,000 scholarships
|                               | Postage/Shipping             | $2,000.00
|                               | TOTAL                        | $2,000.00
| Archibald Communications Intern | Intern Salaries/Taxes    | $4,509.00 (10 weeks at $400 per week plus taxes)
|                               | TOTAL                        | $4,509.00
| Twiskoff Speaker              | Grants                       | $2,500.00
|                               | TOTAL                        | $2,500.00
| R.D.G. Lewis First Amendment Award | Awards        | $900.00
|                               | TOTAL                        | $900.00
**SDX Foundation Fund Raising Budget: 2009-2010**

**Budget-based Goals:**

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<th>No. of Gifts</th>
<th>Total Revenue</th>
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<td>543</td>
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**Revenue**

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<th>Item Description</th>
<th>No. Contacts</th>
<th>No. Responses</th>
<th>Average Gift</th>
<th>Total</th>
<th>Notes</th>
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<td>6000</td>
<td>75</td>
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<td>End of Year Appeal</td>
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<td>(assumes 10 percent response)</td>
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<td>Lapsed Donor Appeal</td>
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<td>Contributions</td>
<td>Spring Appeal</td>
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<td>$75</td>
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<td>Summer Appeal</td>
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<td>$40</td>
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<td>(assumes 1.5 percent response)</td>
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<td>Contributions</td>
<td>Spring Appeal</td>
<td>5000</td>
<td>75</td>
<td>$40</td>
<td>$3,000</td>
<td>(assumes 1.5 percent response)</td>
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<td>$100</td>
<td>$5,000</td>
<td>(assumes 100 percent response)</td>
</tr>
</tbody>
</table>

**Expenses**

**Fall Appeal**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Letterhead</td>
<td>5000</td>
<td>$20.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Outer Envelope</td>
<td>5000</td>
<td>$50.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Return Device</td>
<td>5000</td>
<td>$50.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Insert</td>
<td>5000</td>
<td>$1.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>5000</td>
<td>0.22</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Mail House Fees</td>
<td>8000</td>
<td>0.178</td>
<td>$880.00</td>
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**End of Year Appeal**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Letterhead</td>
<td>300</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Outer Envelope</td>
<td>300</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Return Device (No. 9 and Insert)</td>
<td>300</td>
<td>$150.00</td>
<td>$150.00</td>
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<tr>
<td>Pulliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>300</td>
<td>$0.41</td>
<td>$123.00</td>
</tr>
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</table>

*Notes*

- (all pro types) (students via email)
- (donors win 18 mth)
<table>
<thead>
<tr>
<th>Lensed Donor Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>(taped over 18 mils)</td>
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<table>
<thead>
<tr>
<th>Spring Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
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<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(all pro types)</td>
</tr>
<tr>
<td>(past award recipients)</td>
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<table>
<thead>
<tr>
<th>Summer Appeal</th>
</tr>
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<tbody>
<tr>
<td>Fund</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
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<table>
<thead>
<tr>
<th>Invoice Appeal</th>
</tr>
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<tbody>
<tr>
<td>Fund</td>
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<td>Pullam General</td>
</tr>
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<table>
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<tr>
<th>Notes</th>
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<table>
<thead>
<tr>
<th>New Donor Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund</td>
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<td>Pullam General</td>
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<table>
<thead>
<tr>
<th>Notes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Major Gifts/Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
</tr>
<tr>
<td>Pullam General</td>
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<tr>
<td>Pullam General</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(past award recipients)</td>
</tr>
</tbody>
</table>
Sigma Delta Chi Foundation Expense Summary
FY 2008

Grants/Awards
$127,500.00

Allocable (shared expenses with SPJ) Expenses
$23,430.76

Salaries, Benefits of SDX staff and shared SPJ Staff
$136,004.27

Intern Salaries
$30,500.00

Fundraising Related Expenses
$24,268.00

Other Direct Expenses
$43,484.00

Total Expenditures
$384,187.04

- $0.00
## Executive Performance Summary

**Client:** SIGMA DELTA CHI FOUNDATION  
**Inception Date:** 11/18/2005  
**Ending Date:** 4/18/2008

### Account Value vs. Net Invested Capital

**Dollar Amount ($1,000)**

<table>
<thead>
<tr>
<th></th>
<th>2Q08</th>
<th>1Q08</th>
<th>4Q07</th>
<th>3Q07</th>
<th>1Q07</th>
<th>2Q07</th>
<th>1Q06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Value</td>
<td>$567</td>
<td>$675</td>
<td>$675</td>
<td>$538</td>
<td>$219</td>
<td>$109</td>
<td>$60</td>
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<tr>
<td>Net Invested Capital</td>
<td>$1633</td>
<td>$1800</td>
<td>$1800</td>
<td>$1400</td>
<td>$600</td>
<td>$400</td>
<td>$0</td>
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</table>

**Net Invested Capital**  
**Account Value**

*Note: Performance returns for periods greater than one year are annualized.
*Index returns are calculated from inception month end*

### Comparative Performance

<table>
<thead>
<tr>
<th>Index</th>
<th>Current Month</th>
<th>Current Quarter</th>
<th>Year To Date</th>
<th>Since Inception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Account</td>
<td>4.59</td>
<td>4.59</td>
<td>-5.77</td>
<td>10.71</td>
</tr>
<tr>
<td>S&amp;P500</td>
<td>3.27</td>
<td>3.27</td>
<td>-6.48</td>
<td>5.96</td>
</tr>
<tr>
<td>DOW JONES</td>
<td>3.04</td>
<td>3.04</td>
<td>-4.17</td>
<td>9.46</td>
</tr>
<tr>
<td>LB MUNI</td>
<td>1.84</td>
<td>1.64</td>
<td>1.01</td>
<td>4.26</td>
</tr>
</tbody>
</table>
April 17, 2008

Mr. Terrance G. Harper  
Sigma Delta Chi Foundation  
3909 N. Meridian St.  
Indianapolis, IN 46208-4011  

RE: Sigma Delta Chi Foundation

Dear Terry,

As per my voicemail to you yesterday afternoon, I enclose an Executive Performance Summary which arrays the results we have achieved on behalf of the Foundation for the current quarter, year to date and since inception in 2005. I trust that the numbers speak for themselves and am hopeful that the markets have seen their lows for the year.

Please advise if I can be more helpful.

Sincerely,

[Signature]

CC: Mr. Howard Dubin, Manufacturer’s News
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SIGMA DELTA CHI FOUNDATION
OCTOBER 29 AND 30, 2007
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Steve Geimann presiding, the meeting of the Executive Committee of the Sigma Delta Chi Foundation was called to order at 2 p.m. on Monday, October 29, 2007, via a telephonic conference call originating in Indianapolis, Indiana.

ROLL CALL
In addition to Geimann, the following were present: Vice President Robert Leger; Secretary Irwin Gratz; Treasurer Howard Dubin; Past President Todd Gillman; Director Mac McKerral; Executive Director Terrence G. Harper; and Associate Executive Director Julie Grimes.

GRANT FOR CONSIDERATION
Geimann reported that the meeting was convened to consider an emergency grant request from the SPJ Northern California Pro Chapter to support the Chauncey Bailey Project. The project is a broad-based journalistic collaboration formed to continue the investigative reporting efforts of Chauncey Bailey, the Oakland Post editor who was killed earlier this year. The request seeks $20,000 to pay for Web site development, travel, document searches, and acquisitions, student stipends and reporting fellowships for the project.

The grant proposal states, "The chapter believes that this project will creatively demonstrate to professional peers, as well as to journalism students and the public, how collaborative work on such fast-breaking and critically important news stories can be done. Investigating the murder on a local street of a colleague because of his journalism certainly is central to SPJ’s mission of defending the right of a free press to inform the public about wrongdoing without intimidation. It also underlines the daily, but sometimes perilous path that good journalism can entail."

"The chapter is especially proud that the collaboration involves students at three Bay Area journalism schools, who are doing investigative work under the tutelage of experienced reporters. These students will also be involved in the production of a multimedia Web site that can be used as a teaching tool in classrooms."

Committee members reviewed the grant request and raised questions about other project funders and the stipends described in the grant.

Geimann agreed to obtain additional information from the grant contact person and report back to the committee during a second teleconference meeting on October 30.

COMMITTEE IN RECESS
The committee recessed at 2:50 p.m. and will reconvene at 11 a.m. on Tuesday, October 30, 2007.
GRANT DISCUSSION CONTINUES
The committee reconvened at 11 a.m. EDT, on Wednesday, October 30, 2007.

Geimann reported on his conversation with Linda Sue, a member of the SPJ Northern California Pro Chapter and the grant contact. In answer to the committee's questions about the grant, no other groups have made direct financial contributions to the project. In-kind commitments, including Web site hosting, have been obtained. Stipends will be used primarily for supporting the work of the executive editor and the two lead investigative reporters. To date, those individuals have volunteered their time, and without these stipends, their work would continue to be uncompensated.

Upon a proper motion and second by Leger and Gratz, respectively, the Sigma Delta Chi Foundation approved a $20,000 grant to the SPJ Northern California Chapter to help launch a collaborative investigative journalism project to continue the work of murdered Oakland Post Editor Chauncey Bailey as part of a commitment to the First Amendment and Freedom of the Press. The SDX Foundation challenges other journalism organizations, publishers and broadcasters interested in the public's right to know to match, and exceed, its grant in the spirit of cooperation and collaboration in an important investigation of Bailey's work. This grant will support an initial records search, data collection and source interviews along with a share of the costs to build a Web site relying on the latest technologies to share results of the work with journalists and the public. Funding also will provide fellowships for professional journalists on leave from their positions to participate in the project, along with limited stipends for college students from the Bay area joining the project.

McKerrah abstained from the vote.

MEETING ADJOURNED
Geimann declared the meeting adjourned at 11:15 a.m.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SIGMA DELTA CHI FOUNDATION
DECEMBER 12, 2007
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Steve Geimann presiding, the meeting of the Executive Committee of the Sigma Delta Chi Foundation was called to order at 2 p.m. on Wednesday, December 12, 2007, via a telephonic conference call originating in Indianapolis, Indiana.

ROLL CALL
In addition to Geimann, the following were present: Vice President Robert Leger; Secretary Irwin Gratz; Treasurer Howard Dubin; Past President Todd Gillman; Executive Director Terrence G. Harper; Associate Executive Director Julie Crimes; Controller Julie Koenig; and Greenwald Sponsel & Co. Representative Amanda Meko.

REVIEW OF AUDITED FINANCIAL STATEMENTS
Three documents were included as part of the audit report: a letter to the board of directors and management of Sigma Delta Chi Foundation; a letter to the board of directors of Sigma Delta Chi Foundation; and Sigma Delta Chi Foundation Financial Statements.

Meko reported that the auditors had no disagreements with management during the audit and that no adjusting journal entries were necessary. The auditors are prepared to issue a clean opinion.

Meko reviewed the Foundation's statements of financial position, statements of activities, statements of cash flows, and statement notes. She noted that without including the Foundation's grant-making activities, the Foundation averages $2,300 per day in operational costs.

Meko explained that changes in reporting procedures required a new note in the management letter noting a "material weakness" that "the Foundation does not benefit from having an individual in management that has the ability to prepare full-disclosure notes to the financial statements in accordance with generally accepted accounting principles (GAAP)." Meko explained that this was not uncommon with their not-for-profit clients, and they anticipate that they will continue to draft financial statements for many of them.

Board members discussed this note and determined that it was not a cause for concern.

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

MEETING ADJOURNED
Geimann declared the meeting adjourned at 2:25 p.m.
<table>
<thead>
<tr>
<th>Requesting Organization</th>
<th>Project</th>
<th>Amount</th>
<th>Funded?</th>
<th>MultiYear</th>
<th>Fund</th>
<th>Meeting File</th>
<th>Notes</th>
<th>Updates</th>
<th>Final Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPJ Legal Defense Fund Committee</td>
<td>Publicity Campaign</td>
<td>$14,400</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Press Law Center</td>
<td>Campus Crime Handbook</td>
<td>$11,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPJ International Journalism</td>
<td>Geneva Convention Handbook</td>
<td>$10,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Freedom of Information</td>
<td>State FOI group startups</td>
<td>$25,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/00</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Journalism Education Assn.</td>
<td>Manual on handling crisis situations in schools</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td>SDX 04/00</td>
<td>?—Tabled for future consideration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reporters' Committee for Freedom of the Press</td>
<td>Tapping Officials' Secrets, 4th Edition</td>
<td>$25,000</td>
<td>Y</td>
<td></td>
<td>FOI Fund</td>
<td>SDX 10/00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lamy Mohammed</td>
<td>Kentucky Colonel</td>
<td>$5,000</td>
<td>N</td>
<td></td>
<td></td>
<td>SDX 10/00</td>
<td>Tabled until play can be read</td>
<td></td>
<td></td>
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<tr>
<td>SPJ Diversity Committee</td>
<td>Rainbow Sourcebook</td>
<td>$10,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 10/00</td>
<td></td>
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<td></td>
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<tr>
<td>SPJ International Journalism Committee</td>
<td>Guide to International Journalism Resource</td>
<td>$1,500</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 10/00</td>
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<tr>
<td>SDX Foundation</td>
<td>Contractor to promote the Pulliam Editorial Fellowship</td>
<td>$25,000</td>
<td>Y</td>
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<td>Pulliam Editorial</td>
<td>SDX 10/00</td>
<td>Project never done</td>
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<td>SPJ</td>
<td>Web Fellow</td>
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<tr>
<td>National Freedom of Information</td>
<td>Seed money for the formation of new FOI groups in states where none currently exist</td>
<td>$15,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/01</td>
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<tr>
<td>SPJ</td>
<td>Quill Readership Survey</td>
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<td></td>
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<td>SDX 04/01</td>
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<td></td>
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</tr>
<tr>
<td>SPJ</td>
<td>Professional Development Workshop Series for two years</td>
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<td>Y</td>
<td></td>
<td></td>
<td>SDX 04/01</td>
<td>(guide cost only not litigation)</td>
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<td></td>
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<tr>
<td>Northern California SPJ Chapter/First Amendment Project</td>
<td>FOI pocket Guides</td>
<td>$10,000</td>
<td>Y</td>
<td></td>
<td></td>
<td>SDX 10/01</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Bethune-Cookman College</td>
<td>Equip newsroom</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td>SDX 10/01</td>
<td></td>
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<tr>
<td>Howard S. Stewart</td>
<td>Book on Connecticut prisoners</td>
<td>N</td>
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<td></td>
<td>SDX 10/01</td>
<td></td>
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<td>Chicago Headlines Club / Loyola University Chicago</td>
<td>Ethics AdviceLine</td>
<td>$5,000</td>
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<td></td>
<td>Ethics</td>
<td>SDX 10/01</td>
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<tr>
<td>SPJ FOI Committee</td>
<td>Open Doors Project</td>
<td>$14,000</td>
<td>Y</td>
<td></td>
<td>FOI Fund</td>
<td>SDX 10/01</td>
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<td>Requesting Organization</td>
<td>Project</td>
<td>Amount</td>
<td>Funded?</td>
<td>MultiYear</td>
<td>Fund</td>
<td>Meeting File</td>
<td>Notes</td>
<td>Updates</td>
<td>Final Reports</td>
</tr>
<tr>
<td>-------------------------</td>
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<tr>
<td>Louisiana State University</td>
<td>Continuation of Media Leaders Forum</td>
<td>$22,500</td>
<td>Y</td>
<td>$7,500 per year for three years</td>
<td>SDX 10/01</td>
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<tr>
<td>SPJ</td>
<td>Award Coordinators Salary</td>
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<tr>
<td>SPJ</td>
<td>Chapter Grant Fund</td>
<td>$10,000</td>
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<td></td>
<td>SDX 10/01</td>
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<td></td>
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<tr>
<td>University of Kentucky</td>
<td>Rural Journalism Initiative</td>
<td>$25,000</td>
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<td></td>
<td>SDX 10/01</td>
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<td>Student Press Law Center</td>
<td>Law of the Student Press</td>
<td>$6,000</td>
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<td>SDX 10/01</td>
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<td>National Education Council</td>
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<tr>
<td>Appalshop</td>
<td>Stranger With A Camera</td>
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<td>SDX 10/01</td>
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<tr>
<td>SPJ Ethics Committee</td>
<td>Ethics in Journalism Week</td>
<td>$20,120</td>
<td>N</td>
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<tr>
<td>NFOIC/Project Sunshine Conference</td>
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<td>Y</td>
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<tr>
<td>SPJ</td>
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<td>$76,280</td>
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<td>Steve Geiman</td>
<td>9/10/2004</td>
<td>8/24/2006</td>
<td>10/31/2008</td>
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<td>Vice President</td>
<td>Robert Leger</td>
<td>10/4/2007</td>
<td>10/6/2008</td>
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<td>Secretary</td>
<td>Irwin Gratz</td>
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<td>Treasurer</td>
<td>Howard Dublin</td>
<td>10/4/2007</td>
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### BOARD MEMBERS

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<thead>
<tr>
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<td>Jane Kirtley</td>
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<tr>
<td>Sue Kopen-Kalcefi</td>
<td>10/7/2007</td>
<td>10/7/2007</td>
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<td>SPJ</td>
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<td>Dori Maynard</td>
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<td>Mac McKerrell</td>
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<td>Sue Porter</td>
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<td>Kevin Smith</td>
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- Group A: Expires Date is 10/31/2008
- Group B: Expires Date is 10/6/2010
- Group C: Expires Date is 10/31/2009

* Highlighted indicates term expires in 2008
AGENDA
EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 21, 2008
CINCINNATI, OHIO

1. Call to Order – Brewer

2. Roll Call – Smith
c. Smith
d. Ralston
e. Tatum
f. Lehrman
g. Sylvester

3. Report of the President – Brewer


5. Convention ’08 Report – Aeikens/Vachon

6. Action Items
a. Iowa Pro Chapter – Sylvester
   i. Reinstatement of Des Moines Pro Chapter
   ii. Change name to Iowa Pro Chapter
   iii. Declare chapter boundaries as the entire Hawkeye State
b. Terms of Use/Privacy Policy for Web site – Harper

7. Discussion Items
a. Board training
b. Citizen Journalism Academy
c. Nominations – Tatum
d. 2008-2009 Budget – Harper
e. Shield Law Update – Brewer

8. Awards (scheduled for 1:30 p.m. ET)
a. D.L. Beshelmen 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
   h. Howard S. Dubin Outstanding Pro Member
   i. Julie Galvan Outstanding Graduate in Journalism
   j. RD of the Year
   k. Sunshine
   l. Wells Key – officers only

9. Adjournment
AGENDA
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPTEMBER 3, 2008
HYATT REGENCY ATLANTA

1. Call to Order – Brewer

2. Roll Call – K. Smith
   a. Brewer
   b. Atkersons
   c. K. Smith
   d. Ralston
   e. Tatum
   f. Lehrman
   g. McCluskey
   h. Kopen-Katoe
   i. Loop
   j. Patterson
   k. Rausch
   l. James
   m. Aughton
   n. Lunsford
   o. Steele
   p. Hansen
   q. Govier
   r. Sylvester
   s. Poling
   t. Hurley
   u. Maben
   v. S. Smith
   w. Albarado

3. Consent Agenda
   a. Approve minutes from May 3, 2008 board of directors meeting
   b. Approve minutes from May 28, 2008 board of directors meeting
   c. Approve minutes from July 29, 2008 board of directors meeting
   d. Provisional Status: Wilkes University Campus Chapter
   e. Provisional Status: Alabama Pro Chapter
   f. Terms of Use/Privacy Policy for SPJ Web site

4. Report of the President – Brewer

5. Report of the Executive Director and Staff – Harper

6. Strategic Plan
   a. 2007-2008 recap – Skeel
   b. 2008-2009 goals – Harper (BOARD ENDORSEMENT REQUESTED)

7. iMIS Association Management Database Upgrade Proposal – Skeel

8. Awards & Honors Committee Request for Action
   a. Committee report
   b. Staff Response
   c. New America Award staff recommendation (old business from May meeting)

9. Student Project Update – Rausch and Patterson

10. ACEJMC – Ralston

11. Old Business
    a. SPJ 401(k) Plan – Harper

12. Adjournment
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
MAY 3, 2008
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:07 a.m. on Saturday, May 3, 2008, at the Eugene S. Pulliam National Journalism Center in Indianapolis.

ROLL CALL
In addition to Brewer, the following were present: President-Elect Dave Aikens; Secretary-Treasurer Kevin Smith; Vice President for Campus Chapter Affairs Neil Radston; Directors at-Large Sally Lehman and Bill McCloskey; Campus Advisers at-Large Sue Olenik and Mead Loop; Regional Directors Ann Augherton, Denise Lunsford, Jeremy Steele, Richard Roth, Gordon Gouver, Ron Sylvester, Travis Poling, Deb Hurley, Scott Maben, Sonya Smith and Sonny Albarado.

Staff members present for the meeting were Executive Director Terry Harper; Associate Executive Directors Chris Vachon and Julie Crimes, Editor Joe Skel; Programs Coordinator Heather Porter; Communications Manager Elin King; Web Administrator Billy O'Keefe; Membership Coordinator Linda Hall, Bookkeeper Shannon Longmore, Administrative Assistant Amanda Mohl, Advertising Sales Manager Mary Morgan, Graphic Designer Andrew Parkas; and Controller Jake Koenig.

Sigma Delta Chi Foundation board members in attendance were: Steve Geimann, Robert Leger, Fred Brown, Al Leeds, Irwin Gratz, Howard Dubin and Al Cross.

MEETING MINUTES APPROVED
Upon proper motion and second by Aikens and Hurley, respectively, the board approved the minutes from the following board of directors meetings:
- October 3, 2007
- October 7, 2007
- November 1, 2007
- March 18, 2008

CHAPTER MATTERS
Upon proper motion and second by McCloskey and Poling, respectively, the board approved the following items:
- A request to elevate the Wyoming Pro Chapter from provisional to active status;
- An application for reactivation of the Florida A&M University Chapter;
- Creation of the New England School of Communications Satellite Chapter of the Maine Pro Chapter.
SMALL GROUP WORK: STRATEGIC PLANNING
The board spent the balance of the morning and lunch working in small groups to brainstorm and discuss issues in an effort to identify 2008-09 goals for the Society’s Strategic Plan.

The staff will review and organize the results of the small group work and present proposed 2008-09 goals for the strategic plan back to the board.

THE JOURNALIST
As part of his written report, Harper recommended that the board take “official” action to cease publication of The Journalist. After four years, the annual publication has failed to break even, let alone turn a profit. The 2007 issue generated no paid advertising although it did generate almost $13,000 from newsstand sales, but it was not enough to warrant continuation of the magazine.

Upon proper motion and second by Roth and McCluskey, respectively, the board voted to cease publication of The Journalist.

NEW AMERICA AWARD
As part of his written report, Harper recommended that the board eliminate the New America Award. Despite best efforts, the award has never generated more than three entries.

Upon proper motion and second by K. Smith and Hurley, respectively, the board eliminated the New America Award as a stand-alone award and asked the staff to explore the feasibility of incorporating the award into the SDX Awards program.

EXECUTIVE DIRECTOR EVALUATION
The board went into executive session to discuss the evaluation of the Executive Director.

FY 2009 BUDGET
Harper reviewed the revenue portion of the budget and outlined a board-requested staff reorganization plan. Koenig explained how the budget was prepared and answered questions from the board. Harper will present a budget for approval in the near future. The fiscal year ends at the end of July. The executive session ended.

PR WIRE CONTRACT
Harper provided some background on the Journalism Education Series and the Society’s relationship with Marketwire, exclusive sponsor of the Series. He explained that it started off slowly, but once the focus of and approach to the programs was fine-tuned, it became successful. As a result, he would like to approach other companies about sponsoring similar programs.

Upon proper motion and second by Aekens and Albarado, respectively, the board gave Harper the go ahead to “test the waters” to see if there is interest in similar sponsored programs.
CONVENTION SPONSORSHIP POLICY
Harper proposed revisions to the policy adopted in 2003 regarding non-media sponsors for the convention. Harper stated his opinion that the policy as it is currently written creates barriers to generating non-media sponsorship in a time when media companies are being less generous.

Upon proper motion and second by Aeikens and Steele, the board voted to accept the revised version of the policy.

The revised policy is attached to these minutes as Exhibit A.

DART SOCIETY PROPOSAL
The Dart Society presented a proposal to provide speakers, participants, and sponsorship for the 2009 SPJ Convention & National Journalism Conference.

Upon proper motion and second by Aeikens and Poling, respectively, the board accepted the Dart Society proposal.

The Dart Society proposal is attached to these minutes as Exhibit B.

ANNUAL REPORTS
Harper prepared a report and recommendations for the Executive Committee in January 2009 regarding the annual report process for professional chapters. The proposal requested that the following action be taken:

- Amend the Bylaws to repeal Article V, Section Four requiring professional chapters to submit an annual report.
- Once a month, Regional Directors will make telephone contact with each professional chapter. The staff will develop a simple form to be used to collect key data (membership, finances, programming, requests for assistance, etc.).
- Beginning in 2009, annual reports will be eliminated and replaced with a voluntary awards application.
- Beginning in 2009, the star ranking system will be eliminated.

The Executive Committee endorsed the proposal and forwarded it to the full board for review.

Aeikens and Sylvester made a motion and second, respectively, to adopt the proposed recommendations.

Considerable discussion ensued about the proposal and whether eliminating the annual report requirement is the right approach.

Upon proper motion and second by Roth and Sonya Smith, respectively, the board tabled the previous motion.

Sonya Smith was tasked with organizing a subset of the board to propose minimum standards for professional chapters.
**SPRING CONFERENCES PROPOSAL**

Harper prepared a report and recommendations for the Executive Committee in January 2008 regarding spring conferences. Harper's proposal requested that the following action be taken:

- Beginning in 2009, Spring Conferences are brought in-house under the direction of the staff and the professional development committee.
- Core curricula will be developed each year in accordance with SPJ's missions and priorities. Topical programming for each region also will be developed in consultation with the Regional Director and/or local SPJ leaders.
- SPJ will apply for a grant from the SDX Foundation to fund an additional staff person to coordinate the 12 additional programs, as well as provide much-needed support to existing programs.
- 2009 marks SPJ's 100th anniversary, elements of which can be incorporated into each of the 12 regional programs to raise the profile of the Society.
- Board action will remove the requirement that chapters attend the Spring Conference in their region which also eliminates an inconsistency because Spring Conferences are not required to be held in the first place.
- Regional Mark of Excellence Awards will be announced via news release, posted to the Web site, and awards will be mailed to the winners. A region may choose to host an event at which the awards are presented in person.

The Executive Committee endorsed the proposal and forwarded it to the full board for review.

Upon proper motion and second by Sylvester and Sonya Smith, the board approved an amended version of the proposal that makes it optional for regions to have their conferences planned and executed by the staff.

**TERMS OF USE/PRIVACY POLICY FOR SPJ.ORG**
The board reviewed proposed Terms of Use and Privacy Policy for the SPJ Web site drafted by Baker & Hostetler. A motion to approve the documents was withdrawn when concerns about the language were raised by some members of the board. Brewer instructed members of the board to forward their concerns to Harper who would present them to Baker & Hostetler for review and response.

**CAMPUS MEDIA PROJECT**
Campus Representative Taylor Rausch submitted a project idea that would create a systematic approach to implementing the campus media statement across the country.

Upon proper motion and second by Loop and Katcef, respectively, the board approved the project.

**DIVERSITY COMMITTEE REPORT**
Diversity Committee Chairwoman Pueng Vongs reported that the committee has been coordinating five training programs across the country for journalists working at ethnic media outlets. She is making plans for the Unity conference and the SPJ convention. The Rainbow Sourcebook is being updated.
REGIONAL DIRECTOR MEETING REPORT
At the morning meeting for Regional Directors, the proposals for both the Annual Reports and the Spring Conferences were discussed. Harper attended the meeting to answer questions from the group.

LEGAL DEFENSE FUND COMMITTEE REPORT
LDF Committee Chairwoman Molly McDonough reported that several requests have been received, but not much money has been granted. She is gearing up for the collection of auction items for the annual convention auction.

FREEDOM OF INFORMATION COMMITTEE REPORT
FOI Committee Chairman Dave Cuillier reported that the committee created some new Web pages for Sunshine Week and they were promoted by ASNE through their promotions of Sunshine Week.

FEDERAL SHIELD LAW
The federal shield law passed the House and is before the Senate's Judiciary Committee. Including a definition of a journalist seems to be the direction the committee is heading. SPJ would prefer like to move them toward the definition of journalism, not a journalist. The board reviewed a memo from Baker & Hostetler outlining the situation. It was the sense of the board that it could live with defining a journalist in the alternative meaning of shield law. Negotiations are ongoing.

ARMSTRONG ATLANTIC STATE UNIVERSITY
Angela Mensing, editor of The Intowall at Armstrong Atlantic State University, contacted SPJ seeking support. The newspaper staff is looking for the administration to support a free press on their campus by restoring recent budget cuts made by the Student Government Association. SPJ will send a letter to the university's administration and issue a statement to local media.

ADJOURNMENT
There being no further business to come before the board of directors, Brewer declared the meeting adjourned at 4:45 p.m. on Saturday, May 3, 2008.
NON-MEDIA COMPANY
CONVENTION SPONSORSHIP POLICY

1. No money will be accepted from domestic or foreign governments, or from partisan political organizations.

2. Non-media contributors will be disclosed to all convention attendees on a handout or program spread that also includes our sponsorship policy.

3. Specific portions of the convention must not be named after non-media companies with the exception of the venue.

4. SPJ will control all aspects of the convention program. All convention programs will be on-the-record. People and organizations with positions directly opposed to those of any contributor may be invited to appear.

5. Acceptance of any contribution does not imply endorsement of the contributor’s products, service or point of view.

6. SPJ reserves a right of prior approval for any material available and presentations at all sponsored events.

7. SPJ reserves the right to reject any contribution.

Non-media organizations such as law firms with significant media practices, will be treated as media contributors for purpose of this policy if they have some record of pro bono work for journalists or frequent contributions to our programs.

Nothing in these rules prohibits the sale of advertising in any convention-related publication, including, but not limited to, the program, The Working Press and any special-issue magazine.

Amended May 3, 2008
The Dart Society
a cohort of journalists who cover violence

Scott North
President

Miles Moffett
First Vice-President

Mike Walter
Second Vice-President

Ruth Tielroeb
Secretary

Society of Professional Journalists
National Board
3909 N, Meridian St.
Indianapolis, IN 46208

Ladies and Gentlemen:

The Dart Society is gearing up for its 10th anniversary next year, a milestone for our growing movement toward more ethical and compassionate coverage of victims. We will mark the occasion by gathering many of our 100-plus U.S. and international members together in one place to plan for the future and provide more instruction for journalists.

Recognizing that The Society of Professional Journalists is observing its own remarkable milestone, we wanted to float the idea of sharing talent and resources. Over the last few weeks, we've discussed several options for staging our conference, but the idea of joining with SPJ's anniversary event in Indianapolis seems like a natural. We also would be able to play a big role in spreading awareness about SPJ’s milestones. Many of our members have had direct or peripheral involvement in SPJ efforts, and our philosophies obviously blend in many areas – particularly in championing news ethics, freedom of information and journalists' rights.

This is what we would like to propose:

*The Dart Society would provide, at its expense, instructors for a track of 10 programs during your conference. Our speaker list contains war correspondents, investigative reporters, TV news anchors, editors, features writers and photographers representing dozens of the best media operations in the country. Our workshop topics – similar to those we produce with The Poynter Institute, American University and Investigative Reporters and Editors – range from surviving in war zones to narrative writing to working with sex-assault victims on investigative projects. These instructors also would be available to help SPJ staff its programs.
*The Dart Society would foot the costs for sending between 40 and 60 Society members as attendees to SPJ programs.

*The Dart Society would purchase one of your sponsorship packages and spread awareness of the SPJ conference on its website and email lists that reach hundreds of people who work with Dart.

In return, we would ask to be included in your group rate for hotel costs and to receive some advertising through your own website and programming.

In addition, we would be honored if members of your leadership are present at our anniversary dinner to be held a night or two before your conference starts. That dinner would recognize the founders of the Dart Center for Journalism and Trauma, based at the University of Washington. The event also would pay tribute to our accomplishments in recent years.

They include:

*A successful two-year effort to persuade U.S. Air Force commanders to enact guidelines providing protections for reporters before they are subpoenaed.
*The creation of The Mimi Award, a national honor recognizing editors who champion the victimized and help their reporters navigate the emotional terrain of in-depth journalism.
*Publication of a series of books, in conjunction with The Dart Center, to guide journalists on interviewing victims of tragedy.
*A two-year campaign to help journalists displaced by Hurricane Katrina, providing grants for temporary housing and joining them in construction projects to rebuild their community. A documentary on these efforts is under way and will be shown at the anniversary dinner.

We are eager to keep spreading our message, and SPJ’s 2009 conference would obviously help broaden our audience. At the same time, our members would greatly benefit from SPJ’s own instructional programs.

Our goal is to finalize our conference plans no later than June. So we would appreciate consideration at your soonest possible convenience.

Sincerely,

Deirdre Stoezle
Executive Director, The Dart Society
MINUTES
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
MAY 28, 2008
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 2:05 p.m. on Wednesday, May 28, 2008, via a telephonic conference call.

ROLL CALL
In addition to Brewer, the following board members were present: President-Elect Dave Aekens; Secretary-Treasurer Kevin Smith; Vice President for Campus Chapter Affairs Neil Ralston; Director at Large Bill McCloskey; Campus Chapter Adviser at Large Sue Kopen Katcof; and Regional Directors Darcie Lunsford, Jeremy Steele, Richard Roth, Travis Poling, Deb Hurley, Scott Maben, Sonya Smith and Sonny Albarado.

Staff members present included Executive Director Terry Harper; Associate Executive Director Julie Grimes and Editor Joe Skeel.

PURPOSE OF MEETING
Brewer explained that the purpose of the meeting was to appoint a Region 5 Director to replace Richard Roth who announced his resignation when he accepted new professional responsibilities in Qatar. Roth's resignation will take effect with the board's appointment of a successor. The appointment will last until the 2008 convention in September when the region will elect a director to a full two-year term.

Brewer noted that an electronic message had been sent to all professional members in Region 5 to solicit interest in the interim appointment. Six members indicated their willingness to serve and provided the board with biographical information that was circulated in advance of the meeting. Brewer opened the floor to nominations.

NOMINATIONS AND ELECTION OF REGION 5 DIRECTOR
Upon proper motion and second by McCloskey and Lunsford, respectively, Liz Hansen, Eastern Kentucky University, was nominated for Region 5 Director.

Upon proper motion and second by Kevin Smith and Poling, respectively, Rebecca Neal, Indianapolis Star, was nominated for Region 5 Director.

Upon proper motion and second by Ralston and Kopen-Katcof, respectively, Mac McKerral, Western Kentucky University, was nominated for Region 5 Director.

There being no further nominations, Brewer closed the nominations process and proceeded to the vote. Because the meeting was being held via conference call, roll call votes were taken.
In the first round of balloting, Hansen received five votes, Neal received five votes and McKerral received two votes. Brewer and Roth abstained from voting. McKerral's name was removed from consideration and another ballot was taken.

In the second round, Hansen received six votes and Neal received six votes. Roth again abstained. Brewer broke the tie by casting a vote in favor of Hansen.

Harper was directed to notify all parties of the results.

**ADJOURNMENT**

There being no further business to come before the board, Brewer declared the meeting adjourned at 2:33 p.m. on Wednesday, May 28, 2008.
MINUTES
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
JULY 29, 2008
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 2:02 p.m. EDT on Tuesday, July 29, 2008, via a telephonic conference call.

ROLL CALL
In addition to Brewer, the following board members were present: President-Elect Dave Aeikens; Secretary-Treasurer Kevin Smith; Vice President for Campus Chapter Affairs Neil Ralston; Immediate Past President Christine Tatum; Director at Large Bill McCloskey; Campus Chapter Advisers at Large Sue Kopen Katcef and Mead Loop; Student Representatives Melissa Patterson and Taylor Rausch; and Regional Directors Carolyn James, Ann Augherton, Darcie Lunsford, Jeremy Steele, Liz Hansen, Gordon Govier, Ron Sylvester, Travis Poling, Deb Hurley, Scott Maben, Sonya Smith and Sonny Albarado.

Staff members present included Executive Director Terry Harper, Associate Executive Director Chris Vachon; Editor Joe Skeel; Programs Coordinator Heather Porter; and Controller Jake Koenig.

PURPOSE OF MEETING
Brewer explained that the primary purpose of the meeting was to review and approve the Society's operating budget for the fiscal year ending July 31, 2009. He noted that the board's action today would include a three percent salary increase for the executive director. Brewer explained that the team evaluating the executive director in May did not think it prudent to recommend a compensation increase at that time in the absence of a budget.

Harper provided an overview of the budget, noting that, on a cash basis, a surplus of $2,255.79 was projected. Projected revenue in FY2009 is $1.68 million vs. $1.84 million in the prior year. Less revenue in the form of contributions and grants, as well as lowered advertising sales expectations were the primary reasons for reduced revenue in the coming year. A slight increase in membership was projected based on current trends.

Projected expenses in FY2009 are $1.74 million compared to $1.83 million in the prior year.

Harper noted that SPJ is once again increasing its emphasis and focus on training and professional development. New programs and staff have been added to bolster current offerings.

BUDGET AND SALARY INCREASE APPROVED
Upon proper motion and second by McCloskey and Kevin Smith, respectively, the board approved as presented the Society's operating budget for the fiscal year ending July 31, 2009, including a three percent salary increase for the executive director.
The budget is attached to these minutes as Exhibit A. Complete details are available upon request from the executive director.

NEW BUSINESS

401(k) PLAN

Upon proper motion and second by McCloskey and Ralston, respectively, the board unanimously directed Harper to explore the impact of increasing SPJ's employer match. Currently, the Society matches 100 percent of employee contributions up to a maximum of six percent of the employee's salary.

ADJOURNMENT

There being no further business to come before the board, Brewer declared the meeting adjourned at 2:26 p.m. on Tuesday July 29, 2008.
# Budget

## Society of Professional Journalists

### FY 09

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SOCIETY OF PROFESSIONAL JOURNALISTS

STRATEGIC PLAN: CURRENT YEAR GOALS (2007-2008)

Our list of goals to accomplish in 2007-2008 was ambitious. We didn’t get everything checked off the list, but there is much of which we can be proud. Following is a synopsis of the goal we did, and some of the things we will carry over into this year.

MEDIA CREDIBILITY
Aside from our typical support and encouragement for ethical journalism, the most significant development in this area was the creation of the “town hall” forums — which SPJ will take on the road in 2009. The programs will bring the public and press together for an open dialogue about the press, the role it plays and how it goes about doing its job. This one program will help reach many of our goals, including: Equipping the public to evaluate all forms of journalism; Facilitate communication between news consumers and news providers; and increase dialogue about responsible journalism.

One area that still needs work is educating all journalists on the tenets of responsible journalism. Our goal in 2007-08 was to get the Code of Ethics into the nation’s newsrooms, chat rooms and other public forums where journalists and the public gather. Copies of the Code were circulated widely for Ethics Week, but this is an ongoing priority.

PRESS FREEDOM
SPJ made great strides in this area, and much of that credit should go to FOI committee chairman Dave Cuillier. Below are a few highlights:

1. Evaluate the current Sunshine Network: Cuillier reports the network is dysfunctional and largely ineffective. Cuillier recommends the Sunshine Network be made up of statewide FOI groups rather than just individuals. He and his committee will lay the groundwork for this network in 2008-2009.
2. SPJ will be an active participant in Sunshine Week: Cuillier did the heavy lifting on a new Web page — put together by staffer Billy O’Keefe — that focused specifically on Sunshine Week. It received more than 2,000 hits in just a couple of weeks. We plan to add to it in 2008-2009. The page includes resources to help chapters and individuals celebrate Sunshine Week.
3. Protect journalists from government impediments against a free press and maintain support for a federal shield law: This is ongoing. SPJ carried the torch for passage of a federal shield law and we will do so until the bill is voted on in the Senate.

PROFESSIONAL DEVELOPMENT
As you can see by our lineup of convention programming, the professional development committee and the convention programming committee are on top of the latest trends in our industry. From new media training to making better use of the Web, our convention goers can learn the latest and greatest. This philosophy has carried over to our regular offerings in the realm of professional development.

Beginning in 2008, SPJ began providing custom new-media training to newsrooms. Training modules were developed to teach journalists the basics of capturing quality audio and video for the Web. It became one of the more popular programs in our arsenal.

INCLUSIVENESS
Our goal in 2007-08 was to identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that population. This has proved challenging, considering SPJ doesn’t currently collect demographic data. We do have a project list for our database consultant that will help us track this data. Once that mechanism is set up, we can proceed with actually collecting the information. We also had hoped to develop a definitive statement on the organization’s diversity position. This has yet to be done.
In addition to our typical efforts to promote diversity, we did make some progress in the area of inclusiveness. In an effort to increase SPJ’s visibility in new places, the Society manned a booth at this year’s UNITY conference in Chicago. Furthermore, we will be hosting a booth at next year’s IRE convention and will consider doing so at other events.

**Member Connections**

The biggest development in this area was our research and recommendation for upgrading our current association management software to ensure it meets the current and future needs of the organization. We have provided that recommendation in another document. To reiterate, we think this is one of the most significant steps that can be made to improving our member connection to SPJ. It will allow for a better member experience when using the Web, and it will allow for future enhancements to www.spj.org—such as a social networking platform.

You will read in the staff report that we also have some plans to clean up the Web site. Although we have many great resources for our members, finding them can be difficult at times. Our goal in 2007 was to assess the Society’s content management system to ensure it meets current and future needs. We fell short in this area, but will include this in the discussions regarding the Web clean up.

We spent a fair amount of time evaluating the content, format and frequency of our member communications. What we found is that there is no cohesion from one department to another. As you may have read in the staff report, we will be developing a new strategy to community with members based on their journalistic life cycle. In short— we will speak to them on their level.

**Society Operations**

In an effort to strengthen the Society’s volunteer and staff operations, we have developed new programs and improved a few old ones. During the spring board meeting, the Society expanded the composition of the nominations committee in hopes of diversifying our pool of board candidates. Also, we continued to provide opportunities for the staff and board to collaborate on organizational issues, such as the strategic plan sessions during the May board meeting.

But perhaps the best development in this area is the new board member training program that will take place on Sunday. Here, new board members will learn their roles, and be given some support and guidance so their first year can be a productive one.

Finally, we created a scouting committee of journalism leaders to keep up abreast of future needs and changes in the industry. This will help us stay on track as we move forward.
SOCIETY OF PROFESSIONAL JOURNALISTS
STRATEGIC PLAN: CURRENT YEAR GOALS (2008-2009)

MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society's Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

1. Equip the public to evaluate all forms of journalism.
   o Develop the Media Credibility Project Town Halls.
   o Develop the public/press Web site.

PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession's discipline evolves.

1. Initiate action to make/keep governmental meetings and records accessible.
   o Establish a method to follow legislation affecting openness.
   o Seek partnerships with organizations already engaged in this work.
2. Educate journalists on governmental access (laws, role in democracy, etc.).
   o Evaluate and improve the FOI section of spj.org.
   o Coordinate with state press associations, broadcast associations and open government groups.
3. Protect journalists from government impediments against a free press.
   o Support statewide shield law efforts as they arise.
   o Develop organizational partnerships that support press freedom and open government.
5. Be visible and timely with responses to threats to press freedoms.
   o Educate Sunshine Chairs and members about informing the national organization about potential threats.
   o Staff will stay abreast of potential threats.
6. Support and defend journalists through the Legal Defense Fund (LDF) as they face court issues.
   o Do more reporting on LDF grants and cases – initial notes, stories, personalization of the cases, and results.
7. Support a free press at the collegiate and scholastic levels.
   o Improve SPJ's response to threats to scholastic and collegiate journalism.
PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.

1. Create training opportunities that reflect industry and membership needs.
   - Focus on skills-based, hands-on training.
     - Educate chapters about this priority.
   - Explore a continuing education program for journalists, with the implementation at regional and national levels.
     - Do the research necessary to make a decision.
   - Seek to build partnerships that would facilitate SPJ's training efforts.
     - Consider universities.
     - Consider setting a goal here on the number of organizations to partner.
     - Explore an Univision partnership.

2. Ongoing evaluation of training and professional development programs.
   - Annually review the Society's training offerings as a whole.

INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society's leadership and membership will reflect greater demographie and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.

1. Increase the number/percent of under-represented populations in leadership positions and membership.
   - Identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that representation. Actively recruit people of identified backgrounds.
   - Increase connections and partnerships with other organizations to better reflect those communities.

2. Create a welcoming culture for journalists of all backgrounds and disciplines.
   - Consider a definitive statement on the organization's diversity position.
MEMBER CONNECTIONS
Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.

1. Develop Web features that facilitate interaction and information delivery.
   - Create online networking opportunities aimed at membership recruitment and retention.
     - Through a mentor program, create opportunities for members to connect with potential mentors.
   - Seek opportunities to engage journalists who are not currently members. This may include creating a process for all site users to first register at spj.org or other methods to identify journalists interested in SPJ and its resources.
   - Strengthen members’ connection to the organization and each other through online resources.
   - Evaluate the success and reach of all current Web features as well as the site structure and technology.

2. Establish standards for effective communication with members.
   - Evaluate content, format, frequency, and mailing lists for all regular communications.

3. Organize the Society’s technology infrastructure.
   - Evaluate the association management software and ensure it meets the current and future needs of the organization.
   - Continue to explore and utilize emerging technology resources such as YouTube, Facebook, etc.

SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society’s leadership and overall operations.

Objectives for this area will strengthen the Society’s volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.

1. Improve volunteer structure to increase its effectiveness.
   - Review the roles and responsibilities of each board position and evaluate the adequacy of resources provided to them to in order to accomplish their goals.

2. Improve collaboration between staff and leadership.
   - Include volunteer leaders in the annual budgeting process from the earliest planning stages.

3. Create viable professional and campus chapter structures.
   - Survey past chapter leaders about chapter management needs and expectations.
   - Review the current chapter ranking system, eliminating bureaucracy and creating a single set of standards for a viable chapter.

4. Understand journalism trends and innovations.
   - Follow demographic/discipline changes within the profession.
   - Look for business opportunities within the profession.
   - Stay abreast of technology changes and the influence of those changes on the profession.

5. Build member-to-member connections within the organization.
   - Encourage chapter-to-chapter collaboration, particularly professional/campus chapter collaboration.
MEDIA CREDIBILITY
The public will have more confidence in the news media.

Objectives for this area will address the Society’s Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

1. Equip the public to evaluate all forms of journalism. (2007-2008)
   a. Identify and present the components of ethical journalism. (2007-2008)
   b. Facilitate communication between news consumers and news providers. (2007-2008)
      - Consider development of a Web-based tool for consumers to communicate with news providers (2007-2008)
      - Continue development of “Code Words” blog (2007-2008)
   c. Increase emphasis on exceptional, ethical journalism through Newsrooms, awards programs and other identified vehicles.
   d. Communicate with the public about responsible and irresponsible journalistic decisions.
   e. Increase dialogue about responsible journalism (2007-2008)
      - Launch a speakers bureau to bring journalists to community and civic groups. (2007-2008)
      - Utilize the Project Watchdog effort more to create public engagement in the discussion about responsible reporting. (2007-2008)
      - Provide context for discussions about the Code of Ethics, including an explanation for why the Society voluntary and not mandatory. (2007-2008)
      - Consider a forum for the public to comment on their local and national news.
      - Introduce the code to organizations outside of journalism. (2007-2008)
   f. Expand the public and press section of spj.org.
   g. Maintain commitment to the Society’s Ethics Campaign.

2. Educate journalists on the tenets of responsible journalism. (2007-2008)
   a. Incorporate ethics components in all SPJ training.
   b. Partner with other associations to provide ethics training at outside conferences and training outlets.
   c. Seek to have the Code of Ethics included in journalism course curriculums.
   d. Make ethics training tools more appealing.
      - Evaluate and improve the ethics section of spj.org
      - Web-based ethics content will become more interactive.
      - Create Web features for each of the Code’s guiding principles.
   e. Use commonly asked questions from the ethics hotline and email queries and share the answers to those questions with a broader audience.
   f. Encourage other organizations to link to the Code of Ethics.
   g. Get the Code of Ethics into the nation’s newsrooms, chat rooms and other public forums where journalists and the public gather. (2007-2008)
   h. Continue to develop new ethics content for Society publications.

3. The Code of Ethics will be re-evaluated, updated, and refreshed on an ongoing basis, making it a “living document” that reflects the issues in the industry. (2007-2008)
   a. Evaluate the code in relation to electronic news delivery and new content providers.
   b. Every member will receive a copy of the code. (2007-2008)
   c. Maintain due diligence by regularly evaluating the language of the code.
PRESS FREEDOM
Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession’s discipline evolves.

1. **Initiate action to make/keep governmental meetings and records accessible. (2007-2008)**
   a. Evaluate the tools, resources, and effectiveness of the Sunshine Network. Recognize and use existing infrastructures and adapt to a changed environment. (2007-2008)
   b. Make the Sunshine Network more visible to journalists.
   c. Better identify threats and successes by making the Sunshine Network more active, identifying and reporting to the organization on both state and federal issues.
   d. Establish a method to follow legislation affecting openness.
   e. Maintain regular discussions with lawmakers at the state and national levels.
   f. Seek partnerships with organizations already engaged in this work.

2. **Educate journalists on governmental access (laws, role in democracy, etc.).**
   a. Evaluate and improve the FOI section of spj.org.
   b. Provide training in this area to other organizations.
   c. Make FOI information and laws readily available to newsrooms and journalists.
   d. Coordinate with state press associations, broadcast associations and open government groups.
   e. Continue to develop new FOI content for Society publications.

3. **Protect journalists from government impediments against a free press. (2007-2008)**
   a. **Maintain support for a federal shield law. (2007-2008)**
   b. Support statewide shield law efforts as they arise.
   c. Ensure that all actions undertaken by the Society include comprehensive information about why they are important to both journalists and the public’s right to know. (Generate comprehensive explanation about why reporters privilege is necessary.)

   a. Develop organizational partnerships that support press freedom and open government.
   b. Create resources for individual members to facilitate discussion between the newsroom and the community about the need for press freedom.
   c. **SPJ will be an active participant in Sunshine Week. (2007-2008)**
   d. Increase public support for press freedom and open government at the high school and middle school levels.

5. **Be visible and timely with responses to threats to press freedoms.**
   a. Educate Sunshine Chairs and members about informing the national organization about potential threats.
   b. Staff will stay abreast of potential threats.
   c. Develop relationships with major media outlets.
   d. Consider a spokesperson who can respond quickly to issues without impediments.

6. **Support and defend journalists through the Legal Defense Fund (LDF) as they face court issues.**
   a. Encourage individual contributions to the LDF.
   b. Encourage corporate donations to the LDF.
   c. Do more reporting on LDF grants and cases – initial notes, stories, personalization of the cases, and results.

7. **Support a free press at the collegiate and scholastic levels.**
   a. Create openness education tools for collegiate journalists.
b. Develop relationships with the Student Press Law Center and other organizations that support a free collegiate press.

c. Improve SPJ's response to threats to scholastic and collegiate journalism.

d. Educate professionals about the importance of press freedom for the scholastic and collegiate press.

e. Encourage states to pass legislation ensuring freedom of expression in student media.
   - Utilize model legislation.
PROFESSIONAL DEVELOPMENT
Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.

1. Create a mechanism to determine the Society’s training priorities. \((2007-2008)\)
   A. Annually survey members, universities and employers regarding training needs.
   B. Establish a training committee, separate from the current committee that plans the national conference, to help determine the Society’s annual and long-term training priorities. \((2007-2008)\)
   C. Consider preparing an annual training calendar.

2. Create training opportunities that reflect industry and membership needs. \((2007-2008)\)
   A. Generate reliable, quality audio/video recordings of Society programs.
   B. All training will include education about SPJ’s core values and mission. \((2007-2008)\)
   C. Create training plans tailored to identified membership populations.
   D. Create electronic complements to all training offerings.
   E. Focus on skills-based, hands-on training.
   F. Explore a continuing education program for journalists, with the implementation at regional and national levels.
   G. Society publications will include training resources.
   H. Seek to build partnerships that would facilitate SPJ’s training efforts (universities, etc.)

3. Ongoing evaluation of training and professional development programs.
   A. Evaluate regional conference structure and implement changes to better meet the organization’s training priorities. \((2007-2008)\)
   B. Annually review the Society’s training offerings as a whole.
INCLUSIVENESS
Content and participation in Society programs and services and involvement in the Society’s leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.

1. Increase the number/percent of under-represented populations in leadership positions and membership. (2007-2008)
   a. Identify under-represented communities in the organization and establish benchmarks to guide efforts to increase that representation. Actively recruit people of identified backgrounds. (2007-2008)
   b. Increase connections and partnerships with other organizations to better reflect those communities.
   c. Make national opportunities for leadership more visible, more inviting and more easily understandable.
   d. Increase SPJ’s visibility in new places (emerging media) and new populations (diverse backgrounds). (2007-2008)

2. Create a welcoming culture for journalists of all backgrounds and disciplines. (2007-2008)
   a. Examine SPJ’s organizational structure and identify any “unwelcoming” areas.
   b. Facilitate connections among members based on interests and backgrounds
   c. Create an introductory video – Faces of SPJ – to be viewed at organization gatherings.
   d. Publications will be welcoming to diverse individuals and will reflect diversity.
   e. Ensure that diverse individuals see themselves reflected at spj.org.
      ▪ Consider a content analysis of the site.
      ▪ Consider a site organization by discipline in addition to the current organization
        by mission-based resources.
   f. Identify and welcome first-time participants in SPJ events such as the national conference. (2007-2008)
   g. Consider a definitive statement on the organization’s diversity position. (2007-2008)

3. Ongoing assessment of membership makeup and needs.
   a. Implement an annual survey to determine needs and interests within the organization’s demographic groups.
   b. Create a mechanism to prioritize the Society’s inclusiveness efforts based on industry and member needs.
      ▪ Re-purpose the Membership Committee to accomplish this task.

4. Educate journalists on and promote the tenets of inclusive journalism. (2007-2008)
   a. Incorporate diversity in all SPJ training and professional development.
   b. Market and maintain tools to promote inclusive content.
   c. Highlight connections between the SPJ ethics code and inclusion in content.
   d. Collaborate with other organizations on content and staffing issues.
   e. Participate in advocacy for inclusive newsrooms.

5. Ongoing assessment of professional development and other content to support the goal of inclusive coverage.
MEMBER CONNECTIONS
Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.

1. **Develop Web features that facilitate interaction and information delivery. (2007-2008)**
   A. Create online networking opportunities aimed at membership recruitment and retention.
      - Through a mentor program, create opportunities for members to connect with potential mentors.
   B. Seek opportunities to engage journalists who are not currently members. This may include creating a process for all site users to first register at spj.org or other methods to identify journalists interested in SPJ and its resources. (2007-2008)
   C. Strengthen members’ connection to the organization and each other through online resources. (2007-2008)
   D. Introduce journalists to SPJ through online resources.
   E. Create electronic complements to all training/professional development.
   F. Forum to foster lively debate about emerging journalism topics.
   G. Forum for industry leaders to communicate with young professionals.
   I. Expand the Society’s online training resources through appropriate means.
   J. Evaluate the success and reach of all current Web features as well as the site structure and technology.

2. **Establish standards for effective communication with members. (2007-2008)**
   A. Evaluate content, format, frequency, and mailing lists for all regular communications. (2007-2008)
   B. Ensure valid e-mail addresses for members. (2007-2008)
   C. Create interest sections to manage member communications, giving members a choice in communications topics.

   A. Create uniform technology practices/languages.
   B. Assess the Society’s content management system and ensure it meets the current and future needs of the organization. (2007-2008)
   C. Create a template for chapter Web pages along with “best practices” guides. (2007-2008)
   D. Expand chapter leader resources related to the database.
   E. Evaluate the association management software and ensure it meets the current and future needs of the organization. (2007-2008)
   F. Continue to explore and utilize emerging technology resources such as YouTube, Facebook, etc. (2007-2008)
SOCIETY OPERATIONS
Innovation, effectiveness, and action will permeate all levels of the Society's leadership and overall operations.

Objectives for this area will strengthen the Society's volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.

1. Equip volunteers with necessary resources to understand and perform their duties. (2007-2008)
   A. Develop action plans for all committees. (2007-2008)
   B. Create and distribute job descriptions for officers, directors and committee leaders. (2007-2008)
   C. Develop a leader training program for board members and committee chairs. (2007-2008)
   D. Prepare handbooks for board members, committee chairs and chapter presidents. (2007-2008)

2. Improve volunteer structure to increase its effectiveness. (2007-2008)
   A. Expand the composition of the Nominations Committee in order to better identify and develop potential leaders. (2007-2008)
   B. Evaluate the structure of the national board and make recommendations for any necessary changes in order to meet strategic goals.
   C. Review the roles and responsibilities of each board position and evaluate the adequacy of resources provided to them to in order to accomplish their goals.
   D. A board liaison will meet annually, on an individual basis, with committee chairs to develop and review action plans. (2007-2008)
      - This liaison might be the president-elect or secretary/treasurer of the board, in consultation with the president. (2007-2008)
      - Annually review committee relevance and ability to meet strategic goals. (2007-2008)

3. Ongoing evaluation of programs and services to ensure proper deployment of resources. (2007-2008)
   A. Generate an annual compilation of all programs and services of the Society. (2007-2008)
   B. Prioritize the annual programs and services of the Society. (2007-2008)
   C. Evaluate the effectiveness of the annual convention and make recommendations for any changes needed to meet strategic goals and reflect the needs of the profession. (2007-2008)

4. Improve collaboration between staff and leadership. (2007-2008)
   A. Include volunteer leaders in the annual budgeting process from the earliest planning stages. (2007-2008)
   B. Include volunteer leaders in the grant-seeking process from the earliest planning stages. (2007-2008)
   C. Create a regular communication vehicle between staff and board about issues of importance to the Society. (2007-2008)
   D. Create opportunities for staff and board to regularly collaborate about organizational issues. (2007-2008)
      - Incorporate small-group work into regular board meetings. (2007-2008)

5. Create viable professional and campus chapter structures.
   A. Research association best practices regarding chapter structure.
B. Review the current chapter ranking system, eliminating bureaucracy and creating a single set of standards for a viable chapter.

C. Create a planning tool to guide a chapter’s yearly activities.

D. Revise the leader guidebook and create a working calendar for chapter leaders.

E. Survey past chapter leaders about chapter management needs and expectations.

F. Provide at least one annual training program/resource per year to all interested professional chapters.

G. Consider an annual chapter leader meeting during the convention.

H. Provide education, resources and one-on-one connections to chapter advisers.

6. Ongoing evaluation of organizational governance (one member, one vote)
   A. Review the work to date on governance work, particularly the current delegate representation system.
   B. Survey the full membership about governance issues to gain an understanding of its importance to individual members.
   C. Use survey results to set future course for governance discussions and proposals.

   A. Create a scouting committee that will be looking ahead to the future needs and changes in the industry. (2007-2008)
   B. Report trends and discoveries to national leadership including board, staff, committee chairs and other appropriate leaders. (2007-2008)
   C. Follow demographic/discipline changes within the profession.
   D. Look for business opportunities within the profession.
   E. Stay abreast of technology changes and the influence of those changes on the profession.

8. Build member-to-member connections within the organization.
   A. Assist chapters with local, face-to-face networking opportunities.
   B. Encourage chapter-to-chapter collaboration, particularly professional/campus chapter collaboration.
   C. A national board or staff member should visit each pro chapter at least once every two years with the goal of increasing communication and local/national connections.
   D. Better communicate standards for successful chapters to chapter leaders.

9. Regularly evaluate the implementation of the goals and objectives outlined in this strategic plan. (2007-2008)
   A. Designate a team leader to ensure the strategic plan and strategic priorities are implemented through all Society activities. (2007-2008)
MEMORANDUM

DATE: September 3, 2008
FROM: Terry Harper, Executive Director
SUBJ: STAFF REPORT
FOR: Board of Directors

This report represents a collaborative effort by the staff.

MANAGEMENT AND ADMINISTRATION

FINANCES
Despite having a strong cash position and good cash flow overall, it was a disappointing year financially for the Society. Final numbers will not be available until after the audit is complete in late September, but it looks like we are going to book a loss somewhere on the order of $170,000. Year-end adjustments and allocations will affect that number, but by how much I cannot say at this point.

Advertising revenue – or the lack thereof – was the single largest area where we miscalculated. We missed our bogey by almost $223,000. For 2009, we eliminated the full time advertising sales position, revised our estimates, and abandoned The Journalist. Mary Morgan continues selling ads for SPJ on a commission basis. No one is more disappointed than I am that our goal to build a small “publishing empire” was not realized.

Enhancing Revenue in 2009
News Wire Partnership: We have had preliminary discussions with Marketwire, PR Newswire and Business Wire. Chris Vachon is heading this effort. All are interested in working with SPJ in some way, we just have to work out the details so that they are in accord with our goals and mission. We did not forecast any revenue or expense in the area for 2009 so any arrangement would be a boost to our bottom line.

Job Bank: We did budget $10,000 in revenue for monetizing SPJ’s job bank. Our friends at NABJ are earning approximately $3,500 per month from their job bank with fewer listings than ours. I do not believe we can match their success immediately, but, over time, I think we can turn this into a revenue center.

STAFFING
The staff reorganization plan that was rolled out to the board in May has been implemented. It has resulted in the hiring and training of five new employees, all of whom have joined the staff since mid-July. Please take the opportunity to meet each of them during the convention.

Our bookkeeper abruptly resigned in late July and that position remains vacant as of this writing. I will begin interviewing candidates following the convention.
Linda Hall, former bookkeeper turned membership manager, has been doing double duty to handle day-to-day accounting matters and help Jake prepare for the audit, as well as keeping up with her membership duties in advance of the convention.

**PROFESSIONAL DEVELOPMENT**

**2008 CONVENTION**
By the time you read this memo, you should be aware of the programs being offered at the 2008 SPJ Convention & National Journalism Conference. You can definitely see an even stronger shift this year toward fewer panels and more practical, hands-on training. And there are three Pulitzer Prize winners on the program to boot! We feel like this is definitely the direction to continue with our convention programming. Additionally, you saw that new media offerings are prevalent throughout the three days of sessions. At the same time, we stayed true to our core missions with ethics, FOI and diversity sessions.

Although we had hoped for more in sponsorship dollars, we ended with $87,500,000, including a $37,500 educational grant received from the Sigma Delta Chi Foundation. Our other 2008 supporters are:

- CNN @ $15,000
- Gannett Foundation @$15,000
- United Business Media (formerly CMP Media) @ $10,000
- Cox Newspapers @ $5,000
- Marketwire @ $5,000

Registration numbers for the 2008 conference are the lowest they have been since at least 2004. As outlined in an email to the board, we feel confident in saying that the economy, the dramatic changes in the industry and competing with the UNITY convention are all contributing factors to our lower numbers. We had some control over the timing of the conference, but going later meant a much higher room rate. I’m sure we lost some students and educators for that reason, as we did in Chicago in 2006. We have a similar situation facing us in 2009 (late August convention). With the lower attendance comes less revenue so we have adjusted our costs where we can. As of 4 p.m. on Friday, August 29, we have 603 folks registered.

**FUTURE CONVENTIONS**
As mentioned above, the timing for the 2009 convention will affect our academic folks. The convention is scheduled for Aug 27-29 and we have a $160/night room rate at the Indianapolis Westin. For 2009, we already have $20,000 committed personal by the Russ Pulliam family. The Dart Society is holding its 10-year anniversary convention in conjunction with ours and will provide attendees, programming and a sponsorship package that is currently being negotiated. Molly McDonough will be serving as the programming chair.

I was asked by the board members conducting my evaluation to come to Atlanta with more concrete details regarding the 2010 and 2011 conventions to be held in New York City and San Francisco, respectively.
In examining availability for New York in 2010, we found that there is no time of year when we will be able to get a group rate of less than $200.

The folks in San Francisco tell us that rates are more favorable in January – March, but have yet to provide specifics as to what that means.

**Given the following, staff requires board guidance on convention timing:**
- Conventions in late August and early September pose conflicts for students and educators.
- Conventions in late September and October translate into much higher room rates because it is peak season almost everywhere.

**Possible Options:**
- Move convention to summer (Phoenix in July = more reasonable room rate)
- Make conscious decision to pay more for mid to late September or early to mid October convention in major cities.
- Go to second and third tier cities (Cincinnati in 2010?)
- Eliminate the convention as we know it.
  - Conduct an annual business meeting (elect officers, amend bylaws, adopt resolutions, committee work) and Society-centered event (best practices seminar for chapters) at the same time each year in Indianapolis. Think Ted Scripps Leadership Institute without the focus on the individual and with all the SPJ politics added in.

**NEW INITIATIVE:** As part of my evaluation, I was asked to propose two new initiatives in keeping with the Society’s goals and missions. The first – upgrading our membership management database – is a separate item on the agenda and will greatly enhance our ability to serve our members.

The second initiative I am proposing is that SPJ join forces with other journalism organizations such as RTNDA to create a mega-training conference that will not only provide quality training to journalists, but also raise the profiles of the host organizations. I have only discussed this initiative with Barbara Cochran, my counterpart at RTNDA. We had a very productive conversation about two weeks ago and plan to expand the discussion after SPJ’s convention to include each group’s president and/or president-elect. Partner organizations would have to be carefully chosen based on the training strengths they bring to the table, as well as the changing nature of the news business. If the SPJ board gives its approval, we would be shooting for the inaugural program to take place in the fourth quarter of 2009.

**REPORTERS INSTITUTE**
Looking toward SPJ’s other programs, there are some exciting opportunities coming up. Thanks to the success of our first Reporters’ Institute, we will be holding two Reporters’ Institutes that will reach a total of 70 young journalists. The Institutes, to be held at Poynter, focus on journalists who have been in the field for no more than three years. The November program will
be print-based and the second program (date TBD) will be for broadcast journalists. Curriculum development and marketing will begin following the convention.

**MEDIA CREDIBILITY PROJECT**
A new initiative for SPJ in 2009 will be the Media Credibility Project, the primary components of which are the 12 regional Town Hall Meetings. We are looking to hold our inaugural program during Ethics in Journalism Week 2009. The Town Hall concept was developed to replace our current ethics week focus of offering grants to chapters for ethics programming. The Town Hall Meeting program will allow SPJ to develop a consistent message about ethics and media credibility and deliver it to the public using some grassroots efforts.

**NEWSROOM TRAINING**
The SPJ Newsroom Training Program continues to be going strong. As mentioned at the May board meeting, we added two new topics in the spring: “Video for the Web” and “Audio/Images for the Web.” Between these new offerings, that have been very popular, and the solid programming we had in place, we will have no trouble scheduling training programs in 2009. There is already a list of ten newsrooms that want to schedule for 2009, such as the Sacramento Bee, St. Louis Post-Dispatch and the Orlando Sentinel.

**NARRATIVE WRITING**
The Narrative Writing Workshops, with Tom Hallman, Jr., continue to be successful for SPJ. Recently, programs were held in San Jose, Des Moines, Gainesville, Houston and Richmond, Va. This fall we will be selecting 4-6 cities to host the 2009 workshops.

**OTHER PROFESSIONAL DEVELOPMENT**
Finally, SPJHQ will be coordinating the 2009 Region 5 Spring Conference and bringing the Mentorship Match-up Program in-house. In addition, we hope to continue the relationship with the Scripps Howard Foundation so that our tradition of offering excellent training to chapter leaders through the Ted Scripps Leadership Institute will be sustained.

**AWARDS**
The awards department is focusing on training Lauren Rochester so that she is prepared for the upcoming awards season. Lauren is currently fielding questions concerning the 2008 Mark of Excellence and Sigma Delta Chi Awards. Brochure and Web information updates are being prepared. Depending on the outcome of action items presented to the board, Lauren will look at realigning marketing efforts of the SDX awards to make sure any new categories are effectively marketed to the target audience.

Lauren graduated from Indiana University Bloomington in May 2007. She worked as an intern in the marketing departments of the Central Indiana Community Foundation and the Indianapolis Star before coming to SPJ.

**MARKETING AND PUBLIC RELATIONS**
SPJ’s communications efforts continue to evolve. We recently created a post-graduate position, filled by Scott Leadingham, to help carry out SPJ’s marketing and public relations goals. This position replaces the former Communications Manager position. Because we are less than one
month into the new arrangement, it's impossible to provide a summary of how it is going, but early indications are positive.

The communications department was once viewed as a two-person show. Although all staff members work well together, we have never been truly in sync with what the rest of the office is doing: communications focused on public relations and Quill, while membership communicated with members in other ways. In essence, the communications department was used more like an "in-house agency." With Joe Skeel being promoted to Associate Executive Director, overseeing both communications and membership, there will be more synergy throughout the office.

In addition to our regular PR duties, such as dogged support for a federal shield law and beefing up marketing efforts regarding our job bank, the communications department will become involved heavily with membership functions, and even take over some duties. You can read more about some of the new membership initiatives, which will require heavy involvement from the communications team, in the membership section of this report.

But to give you an example of our ideas, in the coming months the communications department will develop a message schedule that will be sent to members at appropriate times in their "journalism/member life cycle." Younger members will receive communication related to job hunting and training, while more seasoned members might receive messages about new media tips and journalism advocacy. The goal is to make sure our members feel their membership is worth their time, effort and money.

Most of our attention the past six months has been directed toward the passage of a federal shield law and the 2008 convention, resulting in hundreds of mentions and several interviews for President Brewer.

Some highlights from the shield law efforts:

- In all, we reached more than 15,000 people, including SPJ leaders and members, editorial page writers, columnists, radio/TV producers and publishers.
- The tailored messages encouraged recipients to either contact their senator or encourage others to do so, craft editorials in favor of the shield law, or run President Brewer's op-ed piece. The op-ed piece was distributed to news outlets nationwide.
- More than 30 large and medium newspapers wrote something about the Shield Law within a week of our efforts. Baltimore Sun, L.A. Times, Miami Herald, Knoxville News Sentinel, Arizona Republic and the Minneapolis Star Tribune are probably the most notable.
- In the three weeks after our initial push for legislation in late July, there were more than 1,200 hits for "shield law." Although many didn't mention SPJ, language used in our releases showed up in quite a few. It's hard to estimate how much of an impact we had in the development of those stories and editorials, but we did have some impact, to be sure.

Convention efforts included:

- To drive attendance, we created marketing messages that were distributed via SPJ's in-house communications tools. We reached non-members through messages that were
distributed using various methods: Vocus, partnerships with other journalism organizations, etc. We reached members through our typical efforts.

- To generate news coverage, we created and distributed messages centered around our major convention sessions and headliners.
- To increase awareness in Atlanta, Scott worked to schedule newsroom visits for President Brewer and President-Elect Aeikens. We also plan to cover many of our own super sessions and issue press releases from the convention. These releases could also lead SPJ.org each day (along with copy from The Working Press).

In addition to the two campaigns above, we also sent out several press releases related to awards and miscellaneous topics. This, of course, is in addition to the regular duties such as SPJ Leads, promoting the Freelance Database, Job Bank, training programs, etc.

According to Google Alerts, “SPJ” and “Society of Professional Journalists” were mentioned in news stories more than 300 times since Jan. 1 for various reasons, mostly the shield saw and national and local awards. However, because our goal is often not to get “mentions,” such as convention marketing, etc., it’s also important to note that we distributed multiple messages to more than 50,000 different journalists.

**Membership**
Currently, membership is strong. As evidenced by our weekly reports, membership remains constant (about 9,500) despite the turbulent journalism job market. However, SPJ should remain cautiously optimistic. Many members who have lost jobs (or have seen friends lose jobs) in the past year have yet to receive their renewal form.

Looking forward, SPJ traditionally doesn’t have trouble attracting new members. Keeping them? That’s another story. On average, SPJ enrolls in the neighborhood of 300 new members per month. We also lose about that many. Therefore, our focus for the next year will be on retention. If we can improve our retention rate by just 20 percent, that would result in a growth of 720 members. One of the best ways to keep members engaged and happy is to regularly communicate with them on topics they are interested in. In short...good customer service. To accomplish this, we will take a two-pronged approach.

1. Improve direct communication with individual members.
2. Help chapters improve their relationship with current members while attracting new ones.

**Step 1:**
In the next six months, staff will develop and implement an electronic communication plan based on member “life-cycles.”

- Members join SPJ for many reasons. Trying to find “why” for each person is nearly impossible. However, we have been able to discern a few common threads based on members’ years of service to journalism. “Young” professionals (students and early post grads) typically are most interested in networking, professional development, and career guidance. “Middle-aged” professionals (Most of our members classified as Pros) are generally more interested in continuing education, advocacy, peer support and
networking. Our “senior” members (older pros, longstanding SPJ members and retired, etc.) are generally most interested in advocacy and camaraderie. Our targeted messages will focus on these angles.

Step 2:
In the next six months, staff will develop a system for communicating with and providing support for local chapter leaders. We believe that the best connection a member has with the organization is at the local level.

- Through the years, one constant remains the same: A disconnect between local chapters and the national office. Our goal is to develop and implement a regular communication plan with local chapter leaders that will educate and inspire them. Think of it as an “around the clock Scripps Leadership Institute.” Some ideas for this plan are to make regular phone calls from headquarters, re-establish Leading Edge (a monthly e-newsletter to chapter leaders that contain tips and tricks to a healthy chapter) and tweak our current Web resources. Above all, we must communicate better with our leaders so they have a full understanding of the resources at their fingertips. The hope is that if their job is easier and fulfilling, and they better understand the national importance of their role, they will do a much better job of keeping their members engaged.

It should be noted that the above actions will be in addition to the ongoing improvement of SPJ.org and our national programs and services.

QUILL
Amy Guyer started as the new Quill Managing Editor on Aug. 7. She is a graduate of the University of North Carolina and was the editor of its campus magazine “Blue & White.” She is off to a fast start, and we are confident you will notice an improved magazine in short order.

We continue to get positive feedback on Quill, but still feel it has a long way to go toward becoming a “must-have” in the journalism world. Therefore, Amy’s mission for the next 12 months is to improve Quill’s content.

In short, our plan is to make Quill more like The Journalist. Although we won’t have the budget for improved paper quality and amazing artwork, she can carry over some of the editorial ideas. Therefore, she will work to have more notable journalists in the pages of Quill, either as sources or authors, while still making sure to have an abundance of “how-to” articles.

We also hope to create more regular features, such as Ten, that will be quick reads for members. In addition, we will regularly publish member profiles so that we are making sure to highlight some of the great work by our own members.

To accomplish our mission, Amy will be relying on SPJ members and those who have contacts with these “notable” journalists. If you have any ideas or contacts, please share them with Amy.
Web Site
SPJ.org continues to grow as we attempt to make it the best resource possible for members (and a great marketing tool for the Society). Few can argue that SPJ.org is chock-full of information. However, finding the information one needs (and navigating one’s way back again) is not always easy. We have heard our site described as “impenetrable.”

Our goal over the next year is to move toward a more user-friendly site while continuing to add great resources.

New Resources: Thanks to a grant from the SDX Foundation, SPJ recently purchased the Journalist’s Toolbox from the American Press Institute. The toolbox is a massive collection of Web links (organized by topic) that will help journalists in their daily reporting. Our Web site is full of tips for dealing with ethics and public access, but really had nothing to offer the member needing help understanding a specific topic, such as how oil prices are determined.

With the Journalist’s Toolbox, our members can come to SPJ.org knowing we will now have tools to help them outside of ethics and FOI requests. The toolbox will be updated regularly to make sure links are live and the latest topics are covered.

Another upgrade coming to SPJ will make a big difference in the possibilities for SPJ.org’s future. As you may know, the often talked about iMIS database upgrade will allow members to make their own changes to their contact information, provide payment, etc. This will help the membership department be more efficient. However, the upgrade will allow us to explore other options related specifically to SPJ.org. For example, a module exists for our database that would allow us to implement a social networking platform to SPJ.org. Creating more synergy between our database and Web site, such as a social networking platform, is not possible without this upgrade.

Penetrating SPJ.org: As for repurposing our current information, the Freedom of Information section will be our guinea pig. Volunteers Molly McDonough and Dave Cuillier have agreed to take a hard look at the FOI and LDF sections of the Web and find a way to better present all of that information. Our plan is to use these concepts to reposition other sections of the site.

But more than that, we plan to have serious discussions about the purpose of SPJ.org and how it can best serve our members. Currently, it looks more like a news site, not a membership site. Does this best serve our audience? Should we move more behind our member firewall in order to make SPJ.org a true “member” benefit? These are all questions that need to be asked as the answers will determine how the site looks and functions.

Statistics

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</table>
Source: Google Analytics (switching from Inet LiveStats)

Top 25 Countdown Power Rankings

1. Front Page
2. Ethics Code
3. Members
4. Convention Portal
5. Ethics
6. Job Bank
7. Convention Schedule
8. Freelance Directory
9. Convention Programs
10. Convention Highlights
11. About SPJ
12. Join Area
13. Why Join?
14. Convention Travel Info
15. Local Connection
16. Awards Portal
17. Freelance Portal
18. Training Portal
19. Internships/Scholarships/Fellowships Portal
20. SPJ HQ
21. Students Portal
22. Geneva Conventions
23. Why I'm a Member
24. Ethics Case Studies
25. High School Essay Award

Summary
It has been an incredibly busy four months since the board meeting in May and, as you can read, we have a full plate as we head into our Centennial Year. Coupling the board’s leadership and vision with the staff’s ingenuity and “no excuses” work ethic, the year ahead looks most promising.
Application for Campus Chapter
Society of Professional Journalism

Wilkes University

Submitted by:

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SPJ Student Member Information

1. Andrew Seaman (537117), 39 North Street, Forest City, PA 18421, 570-906-0071
2. Carlton Holmes, 30 Eckert Avenue Newark, NJ 07112, 570-332-7746
3. Alison Woody, 526 George St., Old Forge, PA 18518, 570-640-2229
4. Lauren Salem, 312 Cedar Manor Dr., Mountaintop, PA 18707 573-289-2541
5. Nicole Frail, 17 Marlborough Avenue, Wilkes-Barre, PA 18701 570-328-8880
6. Christa Sgobba, 136 Third St., Old Forge, PA 18518, 570-677-0002
7. Michele Flannery, 1078 Rutter Ave., Forty Fort, PA 18704, 570-817-0171
8. Shauna Strellish, 165 Mason Street, Exeter, PA 18643, 570-328-0616
10. Alissa Lindner, 3253 Fer Reach Drive, Baldwinsville, NY 13027, 315-720-4558
11. Amy Fusco, 28 Krafz Road, Perkiomenville, PA 18074, 610-996-8792
SPJ Faculty Members

Eveene Estwick, Ph.D ("**has applied for membership**"), Assistant Professor of Communication Studies, and proposed advisor of the Wilkes University student chapter of SPJ. Dr. Estwick has been at Wilkes since 2005 and teaches journalism and intercultural communication courses in the curriculum. She received her M.A. degree from Howard University and her Ph.D. from Temple University in Communication. With a primary research interest in international media, she has presented at several national conferences including AEJMC and NCA, and her leadership on campus has focused on mentoring international students. Dr. Estwick has been awarded several mentoring grants during her tenure at Wilkes.

Andrea Breemer Frantz, Ph.D (Member # 534638) Associate Professor of Communication Studies, serves as faculty advisor for The Beacon, the weekly campus newspaper since 2000. She also coordinates the Tom Bigler Journalism Conference, an annual event that draws more than 200 regional high school students and numerous professionals from New York, Washington, DC, Philadelphia, as well as from all local media outlets. Dr. Frantz also developed the Students in Media Project at Wilkes.

Dr. Frantz, who actively encourages her students to get their work published beyond campus, has authored textbooks, articles and academic papers. She has garnered numerous awards and honors, including Journalism Teacher of the Year by the Association of Education in Journalism and Mass Communications Small Programs Interest Group. Dr. Frantz has been a leader in the civic and citizen journalism movement nationally, serving recently as Chair of the interest group of the same name with AEJMC.

Jane Elmes-Crahall, Ph.D (**is renewing membership**). Professor of Communication Studies, is regarded as an expert in political rhetoric by print and broadcast media. She regularly provides expert analysis on political speeches, debates and policy statements for regional and national media including USA Today, The Christian Science Monitor, The Philadelphia Inquirer and Bill O'Reilly's nationally syndicated radio show.

She was a featured lecturer at the Chautauqua Institution's prestigious Amphitheater on three occasions in 1998 and 2000.

Dr. Elmes-Crahall is a five-time recipient of Wilkes University's Outstanding Faculty Merit Award and was named a Commonwealth of Pennsylvania Teaching Chair, the highest award for teaching excellence given by the Pennsylvania State System of Higher Education. In 2001 she was named the National Speakers Association's "Outstanding Professor of the Year."
Description of Wilkes University and Curriculum

Wilkes University is a four-year private institution located on the banks of the Susquehanna River in Wilkes-Barre, PA. Wilkes University has been offering educational services for 75 years and offers over 75 undergraduate, graduate and doctoral degrees to more than 4,400 students. Currently, Wilkes University has embarked on a new initiative to determine the feasibility of establishing a law school, the first in Northeastern Pennsylvania. Wilkes has also spearheaded other initiatives to promote diversity in our community and to promote a greener campus. The university also offers approximately 14 NCAA division three sports in the mid-Atlantic conference. In 2007 Frank Sheptock, Wilkes University's head football coach, was inducted to the College Football Hall of Fame in 2007.

Wilkes University offers a very strong program in communications and journalism. The program has evolved over the years to include concentrations in Rhetoric and Public Communication; Organizational Communication (Public Relations); Broadcast Media (Radio/Television); and Journalism. Each concentration offers a wide choice of career options as well as graduate school preparation. In addition to the sampling of standard courses offered below, faculty are encouraged to develop new and experimental courses and students are urged to take at least two internships prior to graduation. Following is a list of some courses offered at Wilkes University in the department of communications in the concentration of journalism.

COM 101. FUNDAMENTALS OF PUBLIC SPEAKING - THREE CREDITS
- Principles of study, application, and evaluation of public speaking. Emphasis will be upon meeting the needs of students through individualized instruction in oral communication settings.

COM 102. PRINCIPLES OF COMMUNICATION - THREE CREDITS
- A study of the theory and process of communication. Required of all department majors.

COM 124. MASS MEDIA LITERACY - THREE CREDITS
- This is a survey course that takes a literacy approach to the study of mass media and their role in society.

COM 202. INTERPERSONAL COMMUNICATION - THREE CREDITS
- The course focuses on interpersonal communication theory and its application to improving the student's interpersonal skills in managing conflict, negotiating, interviewing, and in developing relationships.

COM 203. SMALL GROUP COMMUNICATION - THREE CREDITS
- The course is designed to expand the student's knowledge of the theories and types of small group communication. Emphasis on the task, leadership, and interpersonal skills of participants.

COM 220. INTRODUCTION TO TELECOMMUNICATIONS - THREE CREDITS
- Study of the radio, television, and cable industries. Emphasis on their development as public and commercial institutions. Consideration of economic and regulatory issues affecting programming.

COM 221. DIGITAL AUDIO PRODUCTION - THREE CREDITS
- A study of the principles and techniques of audio production. A special emphasis is placed on radio-related issues, skills, and projects. Consideration of the sound media as tools of artistic expression.

COM 222. BASIC VIDEO PRODUCTION - THREE CREDITS
— A study of the principles and techniques of TV Studio Production. A special emphasis is placed on the utilization of these techniques in a broadcast setting. Included will be: Camera work, Switching, Studio Equipment, Set Design, Directing and Producing.

COM 260. BASIC NEWSWRITING - THREE CREDITS
— Fundamentals of newsgathering, news writing, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.

COM 262. VISUAL RHETORIC - THREE CREDITS
— This course offers a rhetorical approach to visual design theory and application. Through readings, discussions, and assignments, students will learn the specialized language of visual design strategies and theories; to experiment with specific design software programs (PageMaker, Adobe Photoshop, QuarkXPress); to analyze rhetorical elements of visual and verbal design choices; to apply creative and ethical design strategies; to work with a real client, problem-solve and troubleshoot for design needs; to understand the interdependency between visual and verbal persuasive appeals in all forms of print and web communication.

COM 300. COMMUNICATION CRITICISM - THREE CREDITS
— Theories from classical to contemporary will be applied to the analysis of written, visual and electronic messages. Emphasis on speech writing and criticism.

COM 320. MEDIA MANAGEMENT - THREE CREDITS
— This course provides a framework for understanding the functions and methods of media managers in both print and non-print media.

COM 321. BROADCAST JOURNALISM - THREE CREDITS
— A study of principles and methods of broadcast journalism.

COM 360. ADVANCED NEWSWRITING - THREE CREDITS
— A study of specialized reporting and an introduction to news editing.

COM 361. FEATURE WRITING - THREE CREDITS
— A study of feature articles for newspapers, syndicates, magazines, and specialized publications. Practice in research, interviewing, and writing.

COM 362. MASS COMMUNICATION LAW - THREE CREDITS
— Current legal problems, theory of controls in journalism, television, and radio; libel, copyright, privacy law, and other legal issues affecting the mass media. A case study approach will be used.

COM 370. WRITING FOR MAGAZINES AND E-ZINES - THREE CREDITS
— This course will introduce students to writing and publishing processes, particularly as they pertain to trade, consumer and electronic magazines. The course investigates various publishing avenues including freelance submissions; research, writing and editing roles on established publications; and ghost writing. Students will develop a variety or articles for both traditional publications, as well as develop the necessary query letters and electronic inquiry messages. In addition, students will hone existing research, interview and editing skills. Final projects will have students collaborate in writers' workshop settings to develop an original electronic publication as well as write and revise a publishable portfolio to freelance articles for consumer and trade publications.

COM 395-396. INDEPENDENT RESEARCH ONE TO - THREE CREDITS
— Independent study and research for advanced students in the speech and communication programs under the direction of a staff member. A research paper at a level significantly beyond a term paper is required.
COM 397. SENIOR SEMINAR/COMMUNICATIONS - THREE CREDITS
- An in-depth investigation of current research and ethical issues in communication. A research paper and senior project required. Required of all majors.

COM 398B. LITERARY JOURNALISM - THREE CREDITS
- A historical approach to literary journalism that offers an in-depth examination of works from Nellie Bly to Stephen Crane, from Truman Capote to John Hersey, and from Hunter S. Thompson to Joan Didion. The course examines the role of the writer/researcher, narrative form and challenges students to engage in a major long-form project.
Journalistic Endeavors at Wilkes University

The Beacon—Student Newspaper

The Beacon has been a weekly part of Wilkes University since 1936. Originally The Bucknell Beacon, the newspaper is one of very few student newspapers in the nation to offer all archived issues online. The archives can be located at http://beaconarchives.wilkes.edu/ The paper is managed by a staff of approximately 20 students and has won several consecutive first place awards from the American Scholastic Press Association, and has a history of awards from Associated Collegiate Press (ACP). This year, The Beacon took first and second place awards in the Keystone Collegiate Press Awards sponsored by the Pennsylvania Newspaper Association. The newspaper’s interactive website www.wilkesbeacon.com averages over 4,000 hits per issue and will undergo a comprehensive redesign in 2008. On campus, the paper acts as the watchdog for student government and the school's administration while also keeping its readers informed.

WCLH—Student Radio Station

90.7 FM WCLH is one of the most powerful collegiate radio stations in Pennsylvania. From the antenna’s location on top one of the highest mountains in Northeastern Pennsylvania, WCLH is able to reach from Wilkes-Barre to Allentown all the way to the northern counties of Pennsylvania. WCLH offers students from all majors the opportunity to create their own radio shows for the station, take charge and manage all aspects of production including programming and promotion, and learn about the FCC’s rules and regulations. The station's programming allows for hourly news updates and regular local sports news coverage. Hands-on training at WCLH has afforded numerous students a springboard into internships in Nashville, TN and New York City, to name a few, as well as post-grad employment in all aspects of the radio business.

Thomas P. Shelburne Telecommunications Center—Student Television Station

The Thomas P. Shelburne Telecommunications Center offers students the chance to manage and maintain a fully operational, state-of-the-art television studio. The Center is also responsible for programming a local cable channel, which is accessible to approximately 100,000 homes in the surrounding community. Original student programming at the Center includes: "Wilkes World," a weekly news magazine show; "Profiles," a 30-minute biography feature introducing new Wilkes University’s faculty and their achievements; student produced documentaries; and live coverage of special events, interviews and lectures by people like former Mexican President Vicente Fox, Comedian Bill Cosby, and others.

The Medium—Communication Newsletter

The Medium is a student produced newsletter that focuses on the Communication Studies department at Wilkes University. Content of the newsletter focuses primarily on alumni profiles, short news and feature stories on current students and faculty, information about scholarships and internships, and updates on Zebra Communication client projects. Public relations track students write, design, and edit all content for the newsletter.

Tom Bigler Journalism Conference - Annual High School Journalism Conference

Named for one of the most influential pioneers in broadcast journalism in the region, the Tom Bigler Journalism Conference welcomes a wide variety of professionals from print, broadcast, public relations, photo and sports communications fields to the Wilkes University campus in Northeast Pennsylvania for an intensive one-day glimpse into the exciting world of journalism.

Over a dozen professionals offer 40-minute interactive sessions to high school students from all over the region who have shown an interest in or aptitude for communication. The conference is free for all students, and also offers a simple lunch, student media competition, newspaper exchange, and
hands-on workshops with Wilkes University students. Approximately 240 high school students from the region annually attend the event, as well as 75-80 Wilkes students who are in charge of various parts of the day.

In the interactive sessions, students enjoy the opportunity to meet and talk with people they recognize from reading the newspaper, watching the nightly news, or whose award winning photography has been widely published in popular magazines. Most of the sessions involve lively Q & A time at their conclusion, and many students have noted afterward how valuable this first "up close" experience with the field is for them.

Students in Media Project

Since 2004, Wilkes University's Communication Studies department has offered a unique civic journalism mentoring program to local eighth grade students. Wilkes Communication Studies majors serve as volunteer mentors and coaches to interested eighth grade students as they co-create public messages on civic issues. Student teams research, write and record public service announcements that are aired on WCLH; participate in an issue-driven 30-minute roundtable discussion which is aired on cable channel 15 through the Shelburne Center; and develop a newsletter complete with original articles and photos that address various aspects of the community.
Aug. 27, 2008

SPJ board members and staff:

I fully support the reactivation of the former Mobile (Ala.) Pro Chapter as the Alabama Pro Chapter. Doing so will allow SPJ to better geographical serve its current members and add new members across the state.

Thank you for your consideration.

Darcie Lunsford

Region 3 Director
Society of Professional Journalists
1000 Hillsboro Blvd.
Suite 103
Deerfield Beach, FL 33441
(954) 949-7523
SPJ members committed to bringing back the Alabama Pro chapter:

*Jenn Rowell, Montgomery Advertiser, 152 Hill St., Wetumpka, AL, 36092, 334-240-6114

*Melanie Jones, Gadsden Times, 405 Davis Drive, Glencoe, AL 35905, 256-295-1212, mlynmtu@gmail.com

*Niki Doyle, Huntsville Times, 685 Providence Main St., Apt. 32, Huntsville, Ala. 35806, 256-532-2627

Harry Butler, freelancer, 212 Adele Street, Rainbow City, AL 35906. (h) 256-442-7895 ¶

Butler Cain, News Director, Alabama Public Radio, 205-348-5913, bcain@apr.org

David Hogan, Publisher, Leeds Magazine and Leeds, Alabama Web Site, 7907 Parkway Drive, P.O. Box 1168, Leeds, AL, 35094, (205) 383-1100

*Hillary Perry, Director of Public Relations & Marketing, Girl Scouts of North-Central Alabama, OFFICE (205) 980-4750 x103 or 800-734-4541 x103

Chris Waddle, Director, The Anniston Star, P.O. Box 125, Anniston, AL 36202

John Sellers, Press Register, 1217 Hillcrest Crossing W, Mobile AL, 36695

Karen Kennedy, P.O. Bo 699, Montgomery, AL 36104

Ashley Wright, Maxwell-Gunter Dispatch, 2104 Edinburgh Dr., Montgomery, AL 36116

Gigi Duban 123 East Glenwood Dr., Birmingham, AL 35209

Bob Martin, Montgomery Independent, Ed, & Pub., 141 Market Place, Montgomery, Ala., 36117, (334) 265-7323- office (334) 272-6161 – home, or home address: 6706 Luxembourg Circle, Montgomery, Ala. 36117

George Daniels, University of Alabama, department of journalism, Box 870172, Tuscaloosa, AL, 35487

Susan Elizabeth Spann, University of Alabama student, 144 Bluegrass Dr., Alabaster, AL 35007

Alan Clemons, Huntsville Times, 3208 Stonewall Road SE, Hampton Cove, AL, 35763

Jerry Chandler, 700 Pelham Road North, Dept. of Journalism, Jacksonville, AL, 36265

Vicki L. Everett, P.O. Box 1204, Jacksonville, AL, 36265

Melinda Gorham, 2317 South Memorial Parkway, Huntsville, AL, 35801

Robert George Grip, 3410 Audubon Sq. S., Mobile, AL, 33695

Tammy Leytham, 202 Mabry, Apt. B, Selma, 36701

Michael S. Marshall, P.O. Box 2488, Mobile, 36652

Megan G. Nichols, 632 23rd Street East, Apt. 148, Tuscaloosa, AL, 35401

Thomas V. Scarritt, 2200 4th Avenue North, Birmingham, AL, 35203

Cindy Crawford, Managing Editor, Birmingham Business Journal, 2140 11th Ave. South, Suite 205, Birmingham, AL 35205, (205) 443-5631

Abigail Lounsbury Morrow, Legal Career Counselor, University of Alabama School of Law, Box 870382 Tuscaloosa, AL, 35487-0382 (205) 348-6485

*denotes willing to serve on board

Those who aren’t currently members, but are planning to join and participate in the chapter:
Kym Klass, Montgomery Advertiser, 1565 Hawthorne Lane, Prattville, AL 36066, 334-240-0144

*Hilary Funk, Montgomery Advertiser

Bryan Henry, WSFA

Jill Nolin, Montgomery Advertiser

Griffin Pritchard, Prattville Progress

Vanessa Rush, 302 Shiloh Lane, Tuscaloosa, AL 35406, (205) 523-2266

Wesley Lyle, Montgomery Advertiser, membership form and dues are on their way. I have them on my desk.
MEMORANDUM

DATE: September 3, 2008
FROM: Terry Harper, Executive Director
SUBJ: TERMS OF USE/PRIVACY POLICY
FOR: Board of Directors

Attached to this cover memorandum are the revised Terms of Use and Privacy Policy for the Web site. When these were presented last May, two members of the board had questions that were passed along to Bruce Brown at Baker Hostetler for review and comment. The comments from Bruce are in bold.

Staff urges the board’s adoption of the Terms of Use and Privacy Policy as revised and attached.

Both Sally and Bill’s questions were excellent food for thought. Their comments provide a good jumping-off point for you and the Board to discuss how SPJ plans to go about collecting personal information and what it intends to do with that information. Here are their questions and the issues they raise:

Privacy Policy
Under the headline “What Type Of Information Does SPJ.ORG Collect,” both Bill and Sally asked whether SPJ collects information outside of the spj.org domain. For example, does SPJ track what I read on washingtonpost.com? We don’t know whether you do or not, but if so, they’re correct that it would be beneficial as a “best practice” to explain exactly what you collect, why, and what you’ll do with it. We can certainly help draft that information into the document if that’s the case.

STAFF RESPONSE: We do not collect information outside of the spj.org domain. In fact, we don’t collect any personal information period at this point. No change necessary.

Under that same headline, Bill asked how SPJ would know that it was collecting personal information from children who are under 13. To take a step back, we included that language because the Children’s Online Privacy Protection Act (COPPA) prohibits the collection of personal information from children who are 13 or younger. However, it only applies to a website whose operator actually knows such information is being collected, such as the Disney websites my kids love and for which they have to register. Thus, SPJ has two options: 1) to add a pop-up window that prompts visitors to spj.org to enter their birth date or age and then to either prohibit access to spj.org for people who provide a birth date younger than 13 or immediately purge that person’s personal information; or 2) to not ask, the practice spj.org follows now, but ultimately to be prepared to delete any personal information of a person under 13 if contacted by, for example, a parent. That will be a decision that you and the Board, along with your webmaster, should make based on both the principle and the level of administrative difficulty involved.

STAFF RESPONSE: Since we don’t collect any personal information, option 2) makes sense. No change necessary.

Terms of Use
Under “Limitations on Use,” Sally made the point that SPJ does not own all of the
content that may be posted on spj.org but instead licenses some of it. Unless SPJ wants to change that policy, which your freelancers would likely be opposed to, we would recommend adding the language Sally suggests and state that “All information, content, and services provided on spj.org . . . are owned or licensed by SPJ.”

STAFF RESPONSE: Change made.

Bill asked why we created the exception for user-posted content. Different websites take different positions on whether they own user-posted content. One of our large media clients, for example, has decided that it should own all user-generated content, while other websites take a different approach. The decision you make will depend on what you plan to do with that content. If you ever want to be able to republish user comments in, for example, Quill or on the website (as Slate and the Washington Post often do), SPJ will probably want to own that content to avoid copyright complaints and the administrative hassle of seeking permissions. If not, there is little reason to state that SPJ owns user-posted content. That, again, will be a choice for you and the Board.

STAFF RESPONSE: Recommend no change to avoid copyright complaints and administrative hassles noted by Bruce.

Bill asked if prohibiting the archiving of information on the website would affect Google. Such a prohibition wouldn’t affect Google, but rather is aimed at people who may try to archive the content on their personal websites. It would incidentally apply to archiving services such as Internet Archive, but would become an issue if SPJ attempted to enforce the provision. Leaving in the prohibition gives SPJ the option to do so.

Under the heading “User Content,” Bill asked what would happen to any information sent to SPJ where we have the “[contact information]” placeholder. That’s something we will need to work on with you internally. Where we put “[contact information],” we did not intend to have a visitor to the website push a button that automatically sends an e-mail into the abyss. Rather, we intended to have you designate a contact person within SPJ and post that person’s name and address on the website. That person would be responsible for fielding any copyright infringement complaints and contact Baker & Hostetler when they arrive so that we can work with SPJ to resolve the complaint. The same is true for any other place we’ve added the “[contact information]” placeholder.

STAFF RESPONSE: Associate Executive Director Joe Skeel is the designated contact.

Under “Links and Third-Party Transactions,” Bill made the comment that, because we disclaim liability for websites outside the spj.org domain, it makes sense to have a pop-up that warns a user that they’re leaving spj.org. While not required, we agree that it would be a good idea, particularly since SPJ provides links like the one that allows visitors to order SPJ merchandise and takes them outside the spj.org domain. We would also advise editing the language in the second to last sentence of that paragraph to make it absolutely clear that SPJ is not responsible for the use of personal information outside the domain of spj.org. The new language would read: “Spj.org is not responsible for the content of any websites, any transactions that take place outside of the spj.org domain, or the use of personal information collected by third-parties.” That would further make it clear that SPJ isn’t responsible for what a merchandise vendor, or any other third-party site, does with personal information it may collect.

STAFF RESPONSE: The suggested change to the verbiage has been made, but we respectfully resist the suggestion to create pop-up windows for every link that takes someone away from SPJ.org. Since it is not required, we would prefer to avoid the administrative hassle and have our Web administrator focus on the
more important issues of improving the look and content of the site.

Finally, Bill asked if the “General Disclaimer of Liability” is enforceable. No disclaimer is airtight, but it’s better to include such a provision as a deterrent. If it is deemed unenforceable, that would have no effect on the rest of the Terms of Use because we’ve included a severability provision in the second to last section that asserts: “If for any reason any provision of this agreement is found unenforceable, the remainder of the agreement shall remain in full force and effect.”
SPJ.ORG PRIVACY POLICY

The Society of Professional Journalists and the Sigma Delta Chi Foundation (collectively, “SPJ”) are committed to maintaining the privacy of personal information that you provide to us when you access spj.org. This Privacy Policy describes how SPJ manages the personal information it receives about you when you visit or register on the site. This Privacy Policy does not apply to any personal information SPJ receives through membership material or through any means other than spj.org. By accessing spj.org, you acknowledge that you have read and agree to this Privacy Policy.

Please note that SPJ may make content or services from other websites available to you from links within spj.org. Those websites are not subject to this Privacy Policy. Please review the privacy policy of each of the sites you visit outside the domain of spj.org.

What Type Of Information Does SPJ.ORG Collect?

The website spj.org may collect personally identifiable information from you that includes but is not limited to your name, age, address, e-mail address, and credit card number. SPJ may also collect information about your computer (including IP addresses and website usage), profession, income, and similar information. Please note that SPJ does not knowingly collect personal information from children under the age of 13.

How Is This Information Collected?

Spj.org collects information through registration (for example, registration to be able to post comments) and through methods which require no effort on your part (for example, through the use of files known as cookies that are sent to your computer through our server to record your visit to the site). In many cases you may choose not to provide us with such information; however, that choice may limit your ability to access portions of spj.org.

How Does SPJ.ORG Use The Information It Collects?

SPJ may use the information it collects at spj.org for the purposes for which you gave SPJ the information, including, for example, to renew your membership or to purchase goods from the online store, to send you e-mail notifications about spj.org events and services or to contact you for any other reason, to assist us in evaluating website use or to develop new features or services, or to allow us to personalize the content that you see based on your preferences.

This list is not inclusive. SPJ may also, for example, hire other companies to perform services on its behalf including, without limitation, sending e-mail and fulfilling purchase requests. These other companies may be supplied with or have access to your personally identifiable information solely for the purpose of providing these services to SPJ or on its behalf.

SPJ may also disclose and use personally identifiable information in special circumstances when it is necessary to enforce its Terms of Use or when SPJ believes in good faith that the law requires it to do so.

Is My Information Secure?
SPJ maintains appropriate safeguards to protect the security of any personally identifiable information it collects. However, no security system is impenetrable and SPJ cannot guarantee the safety of any personally identifiable information you provide.

**How Long Do You Retain My Information?**

SPJ retains your information for as long as necessary to permit it to use the information for the purposes outlined above and to comply with applicable law or regulations.

**How Do I Update My Information?**

You may review and update your information any time either online or by contacting us at spi@spi.org or (317) 927-8000.

**Will This Policy Change?**

SPJ may make changes to its Privacy Policy and will inform you of such changes by changing the date at the bottom of this page noting when the policy was last updated.

**What If I Have Comments Or Questions About This Privacy Policy?**

If you have any questions or comments about this Privacy Policy, please contact Associate Executive Director Joe Skeel at jskeel@spi.org or (317) 927-8000, ext. 214.

*Last updated on September 3, 2008.*
SPJ.ORG TERMS OF USE

These Terms of Use, along with spj.org's Privacy Policy, govern your use of spj.org. By using spj.org, you acknowledge that you have read and agree to these Terms of Use. The Society of Professional Journalists and the Sigma Delta Chi Foundation (collectively, “SPJ”) reserve the right to limit or deny access to spj.org to any person who violates these Terms of Use.

Changes to the Terms of Use. SPJ may make changes to its Terms of Use and will inform you of such changes by changing the date at the bottom of this page noting when the policy was last updated.

Registration. Registration is not required for all portions of spj.org. However, full access to some features of the website is contingent upon registration. When you register, you agree to provide true, accurate, and complete information to spj.org.

Privacy. Use of personally identifiable information is governed by our Privacy Policy.

Limitations on Use. All information, content, and services provided on spj.org (with the exception of user-posted content) are owned or licensed by SPJ. You may use the content online only, and solely for your personal, non-commercial use. You may maintain a link to spj.org provided that you agree to remove any link upon request from SPJ. No other use of the information provided on this website, including republishing, copying, compiling, archiving and selling, is permitted without the prior written permission of SPJ.

User Content. By providing content to spj.org, including but not limited to posting on bulletin boards, in forums, on blogs, or in message or chat areas, you acknowledge that you alone are responsible for any content you post. When you post content to spj.org, you grant SPJ an unlimited license to copy, reproduce, distribute, or publish that content in any form without compensation. You further acknowledge that SPJ may screen user content and have the right, though not the obligation, to remove, block, or edit any user content for any reason in its sole discretion. Spj.org cannot and does not monitor all user content and does not guarantee the accuracy or quality of such content. Please use your best judgment when posting on spj.org or relying on information posted on spj.org. In addition, if you believe that content posted on spj.org infringes on your copyright, please contact Associate Executive Director Joe Skeel at jskeel@spj.org or (317) 927-8000, ext. 214.

Links and Third-Party Transactions. Occassionally, spj.org may provide links to websites outside the spj.org domain that contain information or allow you to complete transactions with third parties. Spj.org is not responsible for the content of any websites or any transactions that take place outside the spj.org domain, or the use of personal information collected by third-parties. Any use of the internet outside the spj.org domain is subject to the terms of use of the particular sites accessed; please take care to review those terms.
**International Use.** Spj.org is controlled, operated, and administered by SPJ from within the United States. If you access spj.org from outside the United States, you are responsible for compliance with all local laws.

**General Disclaimer of Liability.** While SPJ attempts to include only accurate information on its website, SPJ makes no warranties or representations as to the accuracy of the content on spj.org and assumes no liability or responsibility for any error or omission in the content. SPJ may discontinue or change the services and content available to the public at large or specifically to you on spj.org at any time. In the event that content on spj.org, including content posted by users on its website, infringes upon the rights of third parties, SPJ does provide no warranties or representations related to that content. SPJ has no responsibility for the actions of third parties or for content they contribute to the site. Use of spj.org is at your own risk. These Terms of Use constitute the final and entire agreement between you and SPJ regarding your use of the website.

**Indemnity, Choice of Law, Severability, Statute of Limitations and Waiver.** You agree to indemnify, defend and hold harmless SPJ and its related entities from any and all claims and damages arising from or relating to any allegation stemming from your use of spj.org. These Terms of Use will be governed by and construed in accordance with the laws of the State of Indiana, without regard to its conflicts of law provisions. You hereby agree that any cause of action you may have with respect to spj.org must be filed in federal or state court located in Indianapolis, Indiana. Any claim related to spj.org must be brought within one year of the time in which the events giving rise to such a claim began or the claim is waived. If for any reason any provision of this agreement is found unenforceable, the remainder of the agreement shall remain in full force and effect. Any failure of SPJ to enforce any provision of these Terms of Use does not constitute a waiver.

**Contact Information.** If you have any questions about these Terms of Use, please contact Associate Executive Director Joe Skeel at jskeel@spj.org or (317) 927-8000, ext. 214.

*Last updated on September 3, 2008.*
MEMORANDUM

DATE: September 3, 2008
FROM: Neil Ralston, VPCCA
TO: SPJ Board of Directors
SUBJECT: Annual Report

This has been a busy year for SPJ on college campuses. And as has been the case for many years, the vice president for campus chapter affairs has spent a significant amount of time dealing with attempts by colleges and universities to control the content of student media. Before I get to those details, though, I believe we should recognize some of the college projects being done by my colleagues on the board.

Both student representatives have been working on initiatives that are important to college journalists. Melissa Patterson has prepared recruitment materials that will target accredited journalism schools that do not already have SPJ chapters. Taylor Rausch has prepared a campaign to introduce the SPJ campus media statement to all colleges and universities with SPJ chapters.

And Campus Adviser At-Large Susan Kopen Kacof has spearheaded an effort to contact all campus chapters to make sure that we have updated information about them. Campus Adviser At-Large Mead Loop and I have been helping with that.

Since last year's convention, I attended regional conferences in New Orleans and Bloomington, Ind., where I briefly reminded attendees about our campus media statement project. And Susan and I were members of the SPJ team that traveled to Washington, D.C. in July to meet with senators and house members about the shield law proposal.

While I was in Washington, I met with Frank LoMonte, the new executive director of the Student Press Law Center, and we informally talked about ways SPJ and the SPLC can work together to protect student journalists' First Amendment rights.

As mentioned above, much of my work as VPCCA is spent dealing with free-press matters on college campuses. And even though I am contacted about many of these cases, SPJ doesn't always get deeply involved. Sometimes my role is limited to being a sounding board for a student journalist or adviser who has a concern. And at other times SPJ gets involved, but a professional chapter does the brunt of the work. Such is the case in a dispute at the Missouri University of Science and Technology, the school formerly known as the University of Missouri-Rolla.
In the rest of this report, I’ve decided to not outline all of the cases that SPJ has touched on in the past year. Instead, I offer summaries of three cases that we responded to in a formal way:

Montclair State University, Montclair, NJ

Some facts of the case: The Student Government Association suspended funding of the student newspaper, The Montclarion, in January 2008 after the newspaper hired an attorney to advise editors about their rights under the state’s open meetings law. The SGA contended that the contract with the attorney was improper because the attorney’s fees had been paid with student funds controlled by the SGA. And when newspaper editors refused to turn over their communications with the attorney, SGA President Ron Chicken led an effort to suspend the newspaper’s funding.

The dispute had started in November 2007 when Montclarion editor Karl de Vries protested at an SGA meeting that some sessions were closed to the press. In preparation for the protest, Montclarion editors had retained an attorney to advise them on the state’s open meetings law. Because the newspaper was receiving substantial funding through the SGA, Chicken and other SGA members contended that the attorney was paid with SGA funds without the SGA’s approval. Chicken then fired the attorney and demanded that editors turn over all communications they had had with the attorney. When they refused, the SGA pulled the funding.

SPJ’s involvement: I had emailed Karl de Vries and offered SPJ’s support in December when the editors were seeking to open all of the SGA meetings. When the SGA pulled funding in January, he asked us to help out. Barbara Reed and other members of the New Jersey Pro Chapter communicated with Karl and offered advice. I also communicated with de Vries by email and phone, providing some emotional support and making a suggestion or two. Several media organizations got involved, and an article about the dispute made the Jan. 29, 2008, edition of The New York Times. On Jan. 30, SPJ sent a letter of support to The Montclarion staff. Also, the Society issued a press release that announced the letter and reiterated SPJ’s support.

Status: On the day that SPJ issued its press release, the SGA temporarily released some funds so that The Montclarion could be printed, but that didn’t settle the dispute. In February, the Montclair State administration, giving up on its hope that the two sides could settle their differences, announced that it was going to move the student newspaper out from under the financial control of the SGA in the hopes that it could eventually be fully independent from the university. In July, the school’s board of trustees approved a student fee increase to fund the newspaper, and newspaper editors prepared to file paperwork with the state that would guarantee the publication’s independence as a nonprofit corporation.

Armstrong Atlantic University, Savannah, Ga.

Some facts of the case: The Student Government Association at Armstrong Atlantic reduced the budget of the student newspaper, the Inkwell, in March 2008 after SGA members complained about the newspaper’s content. Among the complaints was a perceived lack of adequate coverage of a new student center in one issue and, in another issue of the newspaper, a failure to credit the SGA with organizing a concert.

Additionally, administrators at the school had complained that the newspaper had begun to charge the Campus Union Board, an organization established by the SGA, for advertisements placed in the newspaper.

The budget reduction came after Inkwell Editor Angela Mensing attended a Feb. 16, 2008, SGA budget hearing where she presented a request for $70,829.00 for the 2008-09 year, an
increase of $16,329 over the budget for the 2007-08 year. During the hearing, members of the
budget committee not only complained about the content of the Inkwell, they provided a stack of
back issues to use in explaining their opinions. The budget was reduced by $4,260.00 to a total of
$65,240.00.

**SPJ's involvement:** Terry Harper advised me of the problems brewing at Armstrong
Atlantic, and I offered SPJ's help in an email to Mensing. After several emails and conversations
with Angela and after reading accounts of the situation in news outlets, I wrote a letter urging the
AAU president to consider renewing the newspaper budget as a demonstration of his and the
school's commitment to a free press. The letter was signed by President Clint Brewer. We
received no response.

**Status:** On June 30, 2008, Angela Mensing and two other editors filed a civil lawsuit
against the university, the SGA and specific administrators. The lawsuit claims the defendants
had violated the plaintiffs' First Amendment rights, and the plaintiffs seek reinstatement of the
newspaper's budget. I have told Mensing that if she needs some financial help in her fight that
she should consider applying for some money from the SPJ Legal Defense Fund.

**Lindsey Wilson College, Columbia, Ky.**

**Some facts of the case:** Early in May 2008, Terry Harper passed along an email from the
adviser of the student newspaper at Lindsey Wilson College, a private school in west central
Kentucky. The adviser, Tom Winski, had resigned from his position and taken a teaching job in
Kansas after the president of Lindsey Wilson told him that next year the adviser would have to
review the paper for errors in grammar, punctuation, spelling and so forth prior to publication.

I contacted Winski by phone, and he said that he had told President William T. Luckey
Jr. that such an action was prior review, a practice that would be illegal at a public college. He
urged the president to reconsider, but Luckey refused to budge on the issue. The local newspaper
had done an article about the dispute, and the student newspaper had criticized the president for
his action.

**SPJ's involvement:** Because Lindsey Wilson is a private school, Winski and the student
journalists had few or no legal options. I wrote a letter that was signed by President Clint Brewer
and sent to Luckey. In the letter, we informed Luckey that prior review at Lindsey Wilson would
violate the spirit of the First Amendment and that it likely would discourage student journalists
from taking responsibility for their published work. The letter also pointed out that prior review
would open the college to greater legal risk should the newspaper publish something libelous.

**Status:** Luckey did not respond to the letter, but the college has hired a new adviser,
David Goguen, who told me last month that the situation is being worked out in a way that
should satisfy SPJ, CMA and others. He said the president is not insisting on prior review, and
that the college is resurrecting a student publications committee that would serve to help further
guide the students in a way that would not violate the spirit of a free student press.
MEMORANDUM

DATE: September 3, 2008
FROM: Steve Geimann
SUBJ: ACCREDITATION COUNCIL FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS – FALL
FOR: SPJ Board of Directors

The Accrediting Council on Education in Journalism and Mass Communications overturned two of 21 recommendations from the Accrediting Committee this year, setting the stage for a longer discussion about consistency at the Council’s Aug. 29 fall meeting.

The Council voted 23-5 in May to reaccredit Southern University, which in 2006 was given two years to correct deficiencies on its budget and assessment plan, after a vote to deny failed 7-21. I voted to deny, after the site-team report showed the unit remained deficient on its assessment plan. A unit must correct all deficiencies before winning reaccreditation after provisional status. The site team recommended reaccrediting while conceding the assessment plan fell short. ASNE and APME also voted to deny.

Southern lobbied the Council, providing information unavailable to the 2006 site-visit team or the evaluators who visited the school this year and recommended re-accreditation. The Accrediting Committee -- a review body of the Council -- recommended denial. Several Council members argued denial was too harsh. After two years, the Council must fully accredit or deny reaccreditation. The vote on Southern may create a precedent under which future schools with deficiencies need not come into complete compliance to win re-accreditation, a step I think would weaken the process.

The Council placed San Francisco State on provisional status, overturning the decision of the site team and the committee. San Francisco was out of compliance on student services and assessment, and the team found weaknesses on curriculum and professional and public service standards. San Francisco was recommended for re-accreditation. Temple University, also out of compliance on assessment and student service placed on provisional, complained about consistency when both schools had similar deficiencies. During deliberations, other issues were raised and I joined Council members in unanimously backing provisional re-accreditation for San Francisco State.

ASSESSMENT REVIEW

The assessment standards tripped up 42 percent, or nine of the 21 programs reviewed this year: Southern, Winston-Salem, Southern Illinois-Carbondale, Buffalo State, Temple, San Francisco State, Alaska-Anchorage, Hofstra and Tennessee-Martin. It’s been four years since the Council required programs to show that an assessment plan in place by 2003 was used to modify the curriculum to reflect weaknesses in learning.

At the Council’s fall meeting scheduled last week, a half-day discussion was planned to discuss the uneven application of the assessment standard. In May, the
Council rendered three similar decisions when the accreditation recommendations were different from the visiting teams and the Committee decisions.

COUNCIL MEMBERSHIP

Four new representative joined last week: Deborah Howell, ombudsman for The Washington Post, for the American Society of Newspaper Editors; Patricia Rose, executive director of the American Academy of Advertising, for that group; Ann Brill, dean of the School of Journalism at the University of Kansas, for the Association of Schools of Journalism and Mass Communication; Gale Workman, professor at Florida A&M University, represents the Association for Women in Communications.

CONGRESS ACTS ON HIGHER-EDUCATION LAW

The Bush administration last month signed into law the Higher Education Act, extending for five years policies on colleges and universities. The legislation is a victory for colleges on accreditation-related issues, ending three years of attempts by Education Secretary Margaret Spellings to force institutions to be more accountable. The Chronicle of Higher Education says the bill’s bars the government from establishing any criteria that specifies or prescribes the standards that accrediting agencies, such as ACEJMC, use to assess any institution’s success with respect to student achievement.

The bill does require colleges to state their policies on accepting credits when students transfer from other institutions, a provision welcomed by lobbyists for for-profit institutions who have long complained that some traditional colleges refuse to accept credits for courses completed at their colleges simply because they are accredited by national organizations, rather than one of the six regional associations that accredit most traditional, nonprofit institutions.

ACEJMC meets in May, to review programs, and in late summer 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 budget, $5,000 for SPI, with $7,000 for bigger groups. School dues are $1,000. The Council, founded in 1945, accredits 113 journalism, public relations, advertising or telecommunications programs, by 13 industry groups and five educational organizations. SPI joined in 1977, withdrew in 1989, and returned in May 1996. I am beginning my 12th year as a Council member.
MEMORANDUM

DATE: September 3, 2008
FROM: Ginny Frizzi, Awards Committee Chair
SUBJ: AWARDS REPORT-ACTION REQUIRED
FOR: SPJ Board of Directors

Awards and Honors Committee Report

SDX Awards: ACTION ITEMS

1. The headquarters staff received a request from James Laurin (SPJ member since 2007) asking that a category be added to the SDX Awards for headline writing.
   a. Committee Recommendation: Add a category for Headline Writing. If this category is added, the committee recommends either one category for all headlines or two categories (one each for news and feature heads). The committee also recommends requiring three-five samples per entry. It was pointed out that numerous local contests include such categories as best headline, best layout, best graphics, etc., which SDX might like to consider for the future in order to be more inclusive.

2. The committee received feedback from long-time judge Sue Kopen Katcef about the division of the broadcast categories. Sue suggests breaking down market sizes into three divisions.
   a. Committee Recommendation: Redefine broadcast entry market size. The committee recommends that Sue Kopen Katcef’s suggestion that the SDX categories for “large” and “small” television and radio markets be realigned to correspond with the RTNDA contest divisions.

3. Several suggestions were submitted to the Awards Committee by Heather Porter at headquarters. The committee recommends passing all of HQ’s suggestions as these will add to the consistency of entries which should make the process easier for the judges. Suggested items are:
   a. Supporting Material: Limiting the amount of supporting material that can be entered with each entry to no more than 10 pages. (It is currently unlimited and some entrants submit 40+ pages of supplemental materials). Judges have commented this is too much and most of the additional information is unnecessary and does not really assist in their judging decision...just adds weight to the box.
   b. Public Service Categories: In the public service categories, limit the entry to a single article or a series of no more than five articles. (Currently, they may submit a single article or a series of no more than 10 articles). Judges have stated that after 3-5 articles, they can tell if a piece is worthy of an award.
   c. Photography Features & Sports Photography: In the photography features and photography sports categories, limit the entry to a single photo or a series of no more than three. (Currently it says single photo or series, but puts no limit on the series). We did this with the breaking news photography category for the current contest and judges said it helps with a more apples to apples entry comparison.
d. **Broadcast entry running time restrictions:** In all radio and TV categories, put a maximum running time on entries. Several other national contests have running limits as does the student MOE contest. This will help the judges and keep entries uniform and unwieldy.

e. **Defining breaks in broadcast entries:** Add wording to clearly define how segments/edits should be identified. Radio judge, Charlie Meyerson said, “A persistent problem with entries in this category (Radio Breaking News): Editing/splicing makes it tough for judges to discern when one segment ends and another begins, and presents a potentially misleading perception of just how efficiently information was presented in original broadcast.”

f. **Online Entries:** In online categories, add wording: “Entry should not include printouts of material that is readily available online. Entrants should include relevant link(s) in cover letter or compile information on CD.” We currently ask them to submit archived material from the Web (printed out). This doesn’t let the judges see how the online technology enhanced the work.

**MOE Awards: ACTION ITEMS**

1. **Classroom Exercises:** The MOE Awards prohibit classroom exercises from being entered, but does not define what a classroom exercise is.
   a. **Committee Recommendation:** Add the following wording to clarify what is a classroom exercise. “A classroom exercise is defined as work assigned for a grade or fulfillment of a course requirement and is not eligible for an MOE Award unless is was also published outside of class in the campus/local newspaper, campus/local broadcast stations or Web site.”

2. **Student Magazine Entries:** In the best student magazine category, change requirements to say, “Submit one issue from year. Only one entry permitted per magazine.” Currently, we ask them to submit all issues from the previous year. For magazines published monthly (generally 9 issues) vs. those published once a year (1 issue) it is hard for the judges because it is not an apples to apples comparison.
   b. **Committee Recommendation:** Restrict entry size Since there is one category for best student magazine, it makes sense to level the playing field and limit all entries to just one issue and one entry per magazine.

**New America Award:**

1. **Entries:** The competition drew a small number of entries again this year. There has been no committee consensus, although several members believe the award should be eliminated since it has never taken off.

   One suggestion is that SPJ look for a high profile partner (media or a foundation) to co-sponsor the award. This could help promote the contest, get more entries and perhaps financial support for brochure printings, mailings, etc. Another suggestion is that the award be reviewed (name, purpose, etc.) so it can be changed or repositioned to become better known and more competitive.

   **Committee members recognize that some recommendations, if approved, will result in more demands upon the SPJ headquarters staff. We are ready to provide assistance.**
MEMORANDUM

DATE: August 13, 2008
FROM: Heather Porter, Professional Development Coordinator
SUBJ: SDX AWARDS BROADCAST CATEGORIES
FOR: Board of Directors

This memo is in response to the Awards & Honors Committee’s suggestion to realign the SDX Award television categories to mirror the RTNDA contest categories.

Currently, the SDX Award TV categories are broken down into two sub-categories, “Network/Top 25/Cable Syndicated” and “All Other Markets” for a total of 10 TV categories.

If the Board of Directors accepts the current proposal, the TV categories will be split into three sub-categories, “Small-Market Station: 51+ market,” “Large-Market Station: 1-50 market,” and “Network/Syndication Service/Program Service” for a total of 15 TV categories.

Staff Perspective
The staff does not agree with the committee’s recommendation and offers an alternate proposal (below). With the additional recommendation of the Headline Writing category, six new awards are being suggested. New categories have costs attendant with them (marketing, awards, etc.) as well as the potential for additional revenue. But with entries declining, staff is not convinced that creating new categories will result in new revenue.

Alternate Proposal
- The “Network/Top 25/Cable/Syndicated” category becomes the “Network/Top 50/Cable/Syndicated” category
- The “All other markets” category will then be for markets 51+.

This will put us more in line with the RTNDA market division without adding five new categories to the contest.
MEMORANDUM

DATE: September 3, 2008
FROM: Heather Porter, Professional Development Coordinator
SUBJ: NEW AMERICA AWARD PROPOSAL
FOR: Board of Directors

During SPJ's May 3 board meeting, I was asked to explore the possibilities of combining the New America Award, in whole or part, into the Sigma Delta Chi Awards.

My recommendation is to create a new category for the Newspaper/Wire Services portion of the contest titled “Minority Reporting.” This would make the award a traditional SDX Award, and remove the New America Award name.

Proposed category description: This award recognizes a reporter or team for coverage of an event or issue that is prevalent to a minority group in the United States. Entry may be a single article or a series of no more than 3 articles on a single subject. Entry may include additional materials, such as sidebars or editorials.

This proposed category description removes the “collaborative” requirement that is in the current New America Award language.

Judging criteria could mention something like, “did entrant seek collaboration with other ethnic and/or mainstream media, if applicable?”

Entry Fees/Revenue: Entry fee would be consistent with the current contest: $60 for SPJ members and $100 for non-members. This gives SPJ the potential to make a few hundred dollars in revenue off the new category. (As a side note, the Ohio SPJ awards state-wide contest had eight entries in their Minority Reporting category. Eight entries in the SDX contest could be up to $800 in increased revenue).

I suggest we limit the “Minority Reporting” category to only the Newspaper/Wire Services area for the first year or two to gauge interest. We can look at adding minority reporting categories to broadcast and online at a later date.

Budgetary Implications:
Adding a new category to the contest would not have that much of an impact on costs since the SDX Awards have had 49 categories in the recent past.

Currently, we send about 19,500 brochures to solicit entries. I estimate we would add about 500 new names to the mailing list as we look to pull more lists with ethnic media contacts. Printing/mailing an additional 500 brochures would add
roughly $195 in costs. ($0.15 printing per brochure and $0.24 per brochure for postage).

Additional Brochure Printing/Postage: $195
SDX Plaque: $100
Shipping to Judge: $15
Judge Returns Winner: $6
Comp SDX Banquet Tickets: $130
Increased Staff time: Minimal as Programs Coordinator would work on this as they do the rest of the tasks for the SDX Awards and SPJ Web master would just disable/remove the current NAA pages and add a category update to the SDX Awards page. Graphic designer would bump current category information down to accommodate the category description.

Total estimated cost increase: $446 + minimal staff time

SUMMARY
I feel this would have the best outcome for the awards program. The category addition would have low expense and take minimal staff time to coordinate. It would also incorporate the New America Award as a specific category in our most well-known contest. Diversity is a core mission of SPJ and including a focused category in the Sigma Delta Chi Awards shows we continue to be dedicated to the topic by making it a permanent and traditional category in the contest.
MEMORANDUM

DATE: September 3, 2008
FROM: Terry Harper, Executive Director
Joe Skeel, Associate Executive Director
SUBJ: MEMBERSHIP MANAGEMENT DATABASE UPGRADE
FOR: Board of Directors

SPJ is at a crossroads with its membership management database. And after nearly a year of research, we believe that upgrading our current system (iMIS) is necessary for the continued growth of SPJ.

Upgrading our current system would do three basic, but vital, things:

1. Provide members a real-time interactive site when joining, renewing or signing up for programs – such as making immediate changes to their records and applying payments to their credit cards.

2. Allow staff to redirect time and energy to other projects (please see the membership section of our staff report). Currently, about 40 hours each week is spent by staff keying in data that members have already entered online.

When SPJ purchased iMIS around 1998, it did not have the funds to purchase the online modules that would allow members to update their own information in real time. Instead, SPJ and its Web developers came up with a work around solution that gives members the impression they are updating their information, joining, etc. When in fact, they are not. Every bit of data that a member enters on the Web site is sent via an encrypted E-mail to the HQ and then keyed in by a staff member, including credit card payments...a colossal duplication of effort.

3. Allow SPJ to consider other modules for our database that would create new features and improve our members' connection to SPJ.org and the Society.

For example, the company that developed iMIS is releasing a social networking platform that would allow SPJ to develop its own “Facebook” on SPJ.org’s site. It would be tied to our database so it would allow only members to join. Users could then be assigned security settings that would allow them to join certain “groups.” This could essentially reshape SPJ.org, changing our Generation J page, for example, into a living group. Our board could create a private group for communication as could committee chairs and chapter leaders. Chapters themselves could use it to communicate with their own members. This is just one example. Without an upgrade, however, this module – and others like it – isn’t an option because it isn’t supported by the current version we are using.

The estimated cost for the upgrade – including all hardware – is estimated at $39,000-$50,000. Allowing 10 percent for cost overruns, we are requesting authorization for up to $55,000 to complete the project.

This is considered an asset purchase so would not impact SPJ’s profit and loss statement; it would be reflected on the balance sheet. The funds to pay for the upgrade would come from SPJ’s reserves, currently at $375,000.
Our strategic plan says that SPJ will work to:

1. Develop Web features that facilitate interaction and information delivery.
   - Create online networking opportunities aimed at membership recruitment and retention.
   - Strengthen members' connection to the organization and each other through online resources.
   - Evaluate the success and reach of all current Web features as well as the site structure and technology.

2. Establish standards for effective communication with members.
   - Evaluate content, format, frequency, and mailing lists for all regular communications.

3. Organize the Society's technology infrastructure.
   - Evaluate the association management software and ensure it meets the current and future needs of the organization.

An upgrade to our database is vital to reaching these strategic goals.

COST BREAKDOWN FOR UPGRADE

Three parties will be involved in the upgrade: NextLevel, Inet and Appnity. All three companies will work together to complete the upgrade.

**NextLevel:** Support company/reseller for iMIS.
NextLevel, who will provide the bulk of the work, will upgrade our current iMIS system to provide integration between our internal operations and the information and functionality available on our Web site, particularly in the areas of member profile update, new member acquisition, membership renewal and donations.

NextLevel will review and catalog our current database to ensure everything stays intact during the transition. They will also make any recommendations before proceeding with the upgrade. After testing, they will then install the iMIS upgrade and test it with the help of SPJ staff. HQ staff will then be trained, the bugs worked out and the site launched. Estimated date of launch would be Feb. 1.

*Estimated cost: $28,000-$39,000*

*(Billing is by the hour with an estimate of 184-262 hours required to complete the project. We will only be billed for the hours worked)*

**Inet:** Host of SPJ.org and its Web databases

Inet will be crucial to two phases of the upgrade. The first is working with iMIS to create a unified login so that members only have to log in to the site once. The second will be to create an upgraded data transfer protocol.

*Why do we need a unified login?*

Although iMIS 15 will replace much of what SPJ.org databases do regarding membership — such as enrollment, renewal, profile management and chapter functions — there are certain databases that will still be controlled by Inet. Those mainly include the freelance directory, job bank and access to archived Quill content.

Therefore, Inet has its own set of login passwords to protect its copy of the database.
Because we don't want members to have to remember two logins for SPJ.org, we will create a unified login that Inet’s database must accept. Therefore, Inet will exchange code with NextLevel that will allow automatic access to all SPJ.org content once the user logs in to the iMIS upgrade.

Estimated cost: $3,000.

It's imperative that Inet have up-to-the-second membership information. Otherwise, new members won’t be able to access the freelance directory, job bank, etc. Often, this is why they join. Currently, Inet obtains a copy of our database once a day. To eliminate this delay, Inet will create an upgraded data transfer service.

Estimated cost: $4,000.

Appenuity: Provides IT support for SPJHQ

Appenuity’s role in the upgrade will be minimal, although highly important. They will install and configure the new server that will host the SPJ member database and the iMIS upgrade. This will be a dedicated server in order to provide the highest possible security.

Estimated cost: $4,000.
MEMORANDUM

DATE: September 3, 2008
FROM: Terry Harper, Executive Director
SUBJ: 401(k) PLAN
FOR: Board of Directors

I was asked during the July 29 board conference call to review SPJ’s 401(k) plan and report back to the board on two fronts:

- What would it cost to increase SPJ’s contribution to the plan
- What are other groups doing with respect to retirement plans for staff

The quick and dirty on SPJ’s 401(k) plan:

- All employees are eligible to participate after 90 days;
- SPJ matches 100 percent of employee contributions up to six percent of the employee’s annual compensation;
- Employees are fully vested after three years of employment.
- SPJ’s 2008-2009 budget includes $35,931.26 for matching contributions and is SPJ’s maximum “liability” assuming every employee contributes at least six percent of his/her compensation. This does not happen, of course, but it would be imprudent to budget otherwise.

I sent out a request to members of the Council of National Journalism Organizations, as well as a group of fraternity executives with whom I am still in touch. I received a total of 24 responses. A handful of the responses were that the organization had no retirement plan.

While SPJ does not have the most generous employer match/contribution, it is among the most generous of the responding organizations. On the high end was an organization that not only matched employee contributions up to eight percent, but also made a discretionary contribution equal to two percent of the employee’s compensation for a possible total of 10 percent. Another group did not match, but made an annual discretionary contribution totaling 7.5 percent of compensation. A number of the groups were somewhere in the three to five percent range for matching contributions.

Based upon our budgeted payroll of $598,854 for the fiscal year ending July 31, 2009, it would cost SPJ $5,988 to increase the match by one percent. When we approved the budget in July, we showed the slimmest of surpluses at $2,256.
AGENDA
SIGMA DELTA CHI FOUNDATION
BOARD OF DIRECTORS MEETING
SEPTEMBER 6, 2008
9 A.M. - NOON
HYATT REGENCY ATLANTA
ATLANTA, GEORGIA

1. Call to Order – Geimann

2. Roll Call – Gratz
   a. Geimann
   b. Leger
   c. Gratz
   d. Dubin
   e. Aeikens
   f. Augherton
   g. Brewer
   h. Brown
   i. Carlson
   j. Cross
   k. Gillman
   l. Hurley
   m. Jones
   n. Ketter
   o. Kirtley
   p. Kopen Katecf
   q. Leeds
   r. Levins
   s. Maynard
   t. McKerral
   u. Porter
   v. Pulliam
   w. Ralston
   x. Smith
   y. Tatum

3. Consent Agenda
   a. Approval of May 4, 2008 Board of Directors Meeting

4. Officer & Staff Reports
   a. President’s Report – Geimann
   b. SPJ President’s Report – Brewer
   c. Executive Director’s Report – Harper
   d. Director of Development – Posovac

5. Action Items and Updates
   a. Officer and Director Elections – Geimann/McKerral
   b. Committee Appointments/Plan of Work – Geimann
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA Chi FOUNDATION
MAY 4, 2008
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Steve Geimann presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 8 a.m. on Sunday, May 4, 2008, at the Eugene S. Pulliam National Journalism Center in Indianapolis, Indiana.

ROLL CALL
In addition to Geimann, the following board members were present: Vice President Robert Leger; Secretary Irwin Grat; Treasurer Howard Dubin; Directors Dave Aeikens, Ann Augherton, Clint Brewer, Fred Brown, David Carlso, Al Cross, Deb Hurley, Bill Ketter, Jane Kirtley, Sue Kopen-Katef, Al Leeds, Neil Ralston, and Kevin Smith.

Staff members present included Executive Director Terrence G. Harper, Associate Executive Directors Julie Grimes and Chris Vachon, Quill Editor Joe Skeel, Controller Jake Koenig and Administrative Assistant Amanda Mohr.

APPROVAL OF MINUTES
Upon proper motion and second by Dubin and Brown, respectively, the board approved as amended the minutes of the October 4, 2007, board of directors meeting.

PRESIDENT'S REPORT
Geimann referred to his report, which was presented in the board packet. He asked the board to consider whether the Foundation needed a more directed, focused mission that would help in fundraising, grant-making and director recruitment. The general consensus was to maintain a mission that mirrored SPJ's mission statement.

STAFF REPORT
Harper referred to his report, which was distributed electronically prior to the meeting. He noted that the Foundation would be asked to consider its staffing needs as Associate Executive Director Julie Grimes has shared her plans to leave the staff at some point in the future. Harper explained that SPJ also was considering its staffing needs. Board members discussed staffing priorities centered on the organization's fundraising goals and strategies. It was determined that those strategies should be further developed.

SPJ PRESIDENT'S REPORT
SPJ President and Foundation board member Clint Brewer presented a verbal report on the recent activities of SPJ.

CONSIDERATION OF GRANT REQUESTS
Leger, chair of the Grants and Awards Committee, presented the committee's recommendations for grant funding in 2008-09.

Upon proper motion and second by Leger and Smith (with one abstention by Ralston), the board approved the following grants, totaling $312,500 in the coming year:
- SPJ: $37,500 to support educational components of the 2008 SPJ National Convention
- SPJ: $15,000 for Mark of Excellence Awards staff support
SPJ: $24,000 to support the Media Credibility Project
SPJ: $50,000 for a professional development coordinator position
SPJ: $75,000 to support SPJ training programs
SPJ: $20,000 to purchase the Journalists Toolbox
SPJ: $63,000 to support the Reporters Institute (two programs)
University of Georgia Foundation: $3,000 per year for three years to support the annual surveys of journalism
National Freedom of Information Coalition: $5,000 to support the 2009 NFOIC National Conference
Student Press Law Center: $10,000 to support the production of “Covering Campus Crime,” a handbook published by the Student Press Law Center
Reporters Committee for Freedom of the Press: $10,000 to support production of “How to Use the Federal Freedom of Information Act,” a guidebook published by the Reporters Committee for Freedom of the Press

CONSIDERATION OF SPECIFIED GIFTS
Upon proper motion and second by Leger and Gratz, respectively, the board approved the following specified gifts:

1. A grant of $50,000 to SPJ (specified gift from the Scripps Howard Foundation) to support the 2008 Ted Scripps Leadership Training Institute.

2. A grant of $500 to the University of Utah SPJ chapter (specified gift from the Church of Jesus Christ of Latter-day Saints Foundation) to support the chapter’s educational and training programs.

EUGENE C. PULLIAM FELLOWSHIP FOR EDITORIAL WRITERS
Leger presented a proposal from the Grants and Awards Committee to make revisions to the Eugene C. Pulliam Fellowship for Editorial Writers. Leger noted that committee members had talked with past fellowship recipients, judges and a member of the Pulliam family while considering these revisions.

Upon proper motion and second by Leger and Cross, respectively, the board approved the following changes to the fellowship. These changes will begin with the 2009 fellowship:

- Each fellowship recipient will become a mentor to the following year’s recipient.
- Fellows will provide a post-fellowship written report on how fellowship funds were used.
- Open the applicant field to part-time editorial writers, thus allowing journalists at smaller papers the same opportunity to recharge their batteries.
- Open the applicant field to columnists.

FOUNDATION BUDGET: 2008-09
The group reviewed the budget proposal available in the board packets. Harper asked the board to repurpose funds currently allocated to the Ward Neff Internship and the Archibald Communications Internship. Those programs, as currently established, would end and a new post graduate communications internship would be established.

Upon proper motion and second by Dubin and Hurley, respectively, the board approved the Fiscal Year 2009 budget to include the grants approved earlier and the repurposing of funds for the post graduate communications internship program.
FINANCE COMMITTEE REPORT
The board reviewed the Morgan Stanley executive performance summary available in the board packets. Dubin and Harper explained that SPJ’s money manager at Morgan Stanley has left the firm to join UBS. The Foundation should decide whether to follow the money manager to UBS or stay with new managers at Morgan Stanley.

Upon proper motion and second by Cross and Aelkens, respectively, the board decided to remain with Morgan Stanley.

At the fall board meeting, board members will receive a performance evaluation of the Foundation’s current investment services.

PROJECT COMMITTEE REPORT
Brown updated the group on progress made on revisions to the SPJ ethics textbook, “Doing Ethics in Journalism.” The book will include 48 case studies. Sixteen will need to be pulled from the previous edition by staff. A foreword to the book also needs to be prepared.

Brown and Cross discussed the continuing need for a public-relations and/or advertising campaign to remind Americans and journalists of the ethical principles that should guide and define journalism. The efforts of SPJ and SDX for such a campaign are on hold, pending more information and activity from the Liberty Tree Initiative, which is working to create a “branding” campaign for press freedom and other First Amendment rights. Brown and Cross said our likely role remains as envisioned a year ago: A campaign that plays off the Liberty Tree effort but is more about responsibilities than rights, and that is aimed at journalists as well as the public. The board agreed that as projects are developed, SPJ officers need to be included in the planning.

OTHER BUSINESS
It was the sense of the board that the fall meeting should be scheduled for Saturday, Sept. 6, if possible. Staff will confer and notify board members of the date as soon as possible.

Board members received a copy of the SPJ membership survey, which the board commissioned last fall. The survey polled previous members who had not renewed their memberships.

ADJOURNMENT
There being no further business to come before the board, Geimann declared the meeting adjourned at 10:15 a.m. on Sunday, May 4, 2008.
MEMORANDUM

DATE: Sept. 6, 2008
FROM: Steve Geimann
SUBJ: President’s Report – FALL 2008
FOR: SDX Foundation Board of Directors

The Foundation made a staff transition this year, hiring Amy Posavac as the director of development. We’ll hear from Amy during the board meeting and she will be available for discussions. To start, she’s working up a plan that covers activities through the end of 2009.

PULLIAM EDITOR WINNER

Jay Bookman, editorial writer at the Atlanta Journal-Constitution, is the winner of the Pulliam Editorial Fellowship, the first two-time winner. Jay was honored in 1995.

A selection committee of Paul McMasters, Jane Kirtley and Vanessa Gallman, president of the National Conference of Editorial Writers, picked Jay for his project to examine the role the media plays in international conflicts. His topic: "The Media as Weapon and Battleground."

Jay has raised some intriguing questions about the media’s role in military conflicts. Can journalists remain independent observers of the conflict, or are we the victims of the military’s "perception management" that seeks to manipulate the images and debate.

PULLIAM FIRST AMENDMENT WINNERS

Detroit Free Press reporters Jim Schaefer and M.L. Elrick received the Pulliam First Amendment Award for their vigorous pursuit of city records, including e-mail text messages, to show the mayor lied about his relationship with his former chief of staff.

The reporters used the Freedom of Information Act that showed that testimony in a civil trial conflicted with e-mails between the mayor and former staff chief.

Separate from the case, which has galvanized Detroit, their work also established that text message sent on devices paid by taxpayers were subject to Sunshine Laws.

RELIEF EFFORTS

The Iowa Newspaper Foundation has been raising funds for its member newspapers and for journalists who suffered losses after tornadoes and floods this spring.

Our mission, beyond being a supporting organization for SPJ, also is to "serves the professional needs of journalists." Are we in the business of coming to the aid of flooded journalists? Should we create a fund specifically for such philanthropic/relief efforts?
I can see great benefits at a time of stress and strain in the business for SDX to expand its role to become a rallying site for hard pressed journalists.

We can discuss this under new business on our agenda.

NEWS PARADIGMS

Spot.us is a San Francisco-based group attempting to create a new revenue model for news organizations. Spot.us is funded with a $340,000 grant from the Knight Foundation, as part of its new effort to reverse the traditional funding model.

Rather than advertiser and subscriber support Spot.us lets individuals or groups "take control of news" by sharing costs, a process known as "crowdfunding." Get enough dough, and Spot.us will hire reporters to do the story.

How big an issue will this become in the short- or long-term for journalism and journalists? As more newspaper buy out senior reporters, or trim the news hole, will a 'per-item' model succeed? Will spot.us spur other non-profits? Will this become a for-profit model that will tip the balance away from advertiser and subscriber support?

I'd be interested in your thoughts.

Thanks for supporting the Foundation.
MEMORANDUM

DATE: September 6, 2008
FROM: Terry Harper, Executive Director
SUBJ: SDX FOUNDATION
FOR: Board of Directors

DIRECTOR OF DEVELOPMENT HIRED
Amy Posavac joined the staff this summer after spending 11 years as the director of annual giving with the Lambda Chi Alpha Foundation. She was responsible for raising more than $700,000 annually and worked on their $6.8 million capital campaign. She has extensive experience with: the iMIS database software we use, publishing newsletters, as well as planning national conventions and special events. She is an Indiana native, and the mother of two small children.

In her short time on the staff, Amy has roughed out a development plan that will take us through 2009. That schedule is included in this packet and is an item for discussion at the meeting on Saturday.

All of the administrative duties formerly associated with this position have been shifted over to me (board and committee relations, grants management, etc.). Amy’s focus is development.

2008-2009 GRANTS
All grants awarded at the May 4, 2008 meeting of the SDX Foundation board of directors have been paid. In January, we will be making our final $20,000 payment to the National Conference of Editorial Writers Foundation.

FINANCES
The investments took a pounding this year. At the beginning of the year, we had $13,441,153 in our coffers. At the end of the year, that amount was $11,678,258. The culprit has been unrealized losses.

Earlier in the year, we saw a number of our bonds being called, leaving us with large amounts of cash. Since market action had thrown our asset allocation out of whack, we invested an additional $500,000 in equities to bring us in line with our 70/30 equities to fixed income ratio. Each of the Foundation’s managed accounts – Morgan Stanley and one at Charles Schwab – was given $250,000.

We determine the amount available for grants based on a rolling average over the previous four quarters. The quarter ending January 31 is our cut-off date for determining what is going to be available in the coming year. While it’s too early to make a precise determination, it is safe to say that we are going to have less available for grants in 2009 – 2010 than we did this year. We’ll keep a close eye on the situation and keep the board apprised as necessary.

I encourage you to read the staff report to the SPJ board (included here) for additional information.
MEMORANDUM

DATE: September 3, 2008
FROM: Terry Harper, Executive Director
SUBJ: STAFF REPORT
FOR: Board of Directors

This report represents a collaborative effort by the staff.

MANAGEMENT AND ADMINISTRATION

FINANCES
Despite having a strong cash position and good cash flow overall, it was a disappointing year financially for the Society. Final numbers will not be available until after the audit is complete in late September, but it looks like we are going to book a loss somewhere on the order of $170,000. Year-end adjustments and allocations will affect that number, but by how much I cannot say at this point.

Advertising revenue — or the lack thereof — was the single largest area where we miscalculated. We missed our bogey by almost $223,000. For 2009, we eliminated the full time advertising sales position, revised our estimates, and abandoned The Journalist. Mary Morgan continues selling ads for SPJ on a commission basis. No one is more disappointed than I am that our goal to build a small “publishing empire” was not realized.

Enhancing Revenue in 2009
News Wire Partnership: We have had preliminary discussions with Marketwire, PR Newswire and Business Wire. Chris Vachon is heading up this effort. All are interested in working with SPJ in some way, we just have to work out the details so that they are in accord with our goals and mission. We did not forecast any revenue or expense in the area for 2009 so any arrangement would be a boost to our bottom line.

Job Bank: We did budget $10,000 in revenue for monetizing SPJ’s job bank. Our friends at NABJ are earning approximately $3,500 per month from their job bank with fewer listings than ours. I do not believe we can match their success immediately, but, over time, I think we can turn this into a revenue center.

STAFFING
The staff reorganization plan that was rolled out to the board in May has been implemented. It has resulted in the hiring and training of five new employees, all of whom have joined the staff since mid-July. Please take the opportunity to meet each of them during the convention.

Our bookkeeper abruptly resigned in late July and that position remains vacant as of this writing. I will begin interviewing candidates following the convention.
Linda Hall, former bookkeeper turned membership manager, has been doing double duty to handle day-to-day accounting matters and help Jake prepare for the audit, as well as keeping up with her membership duties in advance of the convention.

**Professional Development**

**2008 Convention**

By the time you read this memo, you should be aware of the programs being offered at the 2008 SPJ Convention & National Journalism Conference. You can definitely see an even stronger shift this year toward fewer panels and more practical, hands-on training. And there are three Pulitzer Prize winners on the program to boot! We feel like this is definitely the direction to continue with our convention programming. Additionally, you saw that new media offerings are prevalent throughout the three days of sessions. At the same time, we stayed true to our core missions with ethics, FOI and diversity sessions.

Although we had hoped for more in sponsorship dollars, we ended with $87,500,000, including a $37,500 educational grant received from the Sigma Delta Chi Foundation. Our other 2008 supporters are:

- CNN @ $15,000
- Gannett Foundation @ $15,000
- United Business Media (formerly CMP Media) @ $10,000
- Cox Newspapers @ $5,000
- Marketwire @ $5,000

Registration numbers for the 2008 conference are the lowest they have been since at least 2004. As outlined in an email to the board, we feel confident in saying that the economy, the dramatic changes in the industry and competing with the UNITY convention are all contributing factors to our lower numbers. We had some control over the timing of the conference, but going later meant a much higher room rate. I’m sure we lost some students and educators for that reason, as we did in Chicago in 2006. We have a similar situation facing us in 2009 (late August convention). With the lower attendance comes less revenue so we have adjusted our costs where we can. As of 4 p.m. on Friday, August 29, we have 603 folks registered.

**Future Conventions**

As mentioned above, the timing for the 2009 convention will affect our academic folks. The convention is scheduled for Aug 27-29 and we have a $160/night room rate at the Indianapolis Westin. For 2009, we already have $20,000 committed personal by the Russ Pulliam family. The Dart Society is holding its 10-year anniversary convention in conjunction with ours and will provide attendees, programming and a sponsorship package that is currently being negotiated. Molly McDonough will be serving as the programming chair.

I was asked by the board members conducting my evaluation to come to Atlanta with more concrete details regarding the 2010 and 2011 conventions to be held in New York City and San Francisco, respectively.
In examining availability for New York in 2010, we found that there is no time of year when we will be able to get a group rate of less than $200.

The folks in San Francisco tell us that rates are more favorable in January – March, but have yet to provide specifics as to what that means.

**Given the following, staff requires board guidance on convention timing:**
- Conventions in late August and early September pose conflicts for students and educators.
- Conventions in late September and October translate into much higher room rates because it is peak season almost everywhere.

**Possible Options:**
- Move convention to summer (Phoenix in July = more reasonable room rate)
- Make conscious decision to pay more for mid to late September or early to mid October convention in major cities.
- Go to second and third tier cities (Cincinnati in 2010?)
- Eliminate the convention as we know it.
  - Conduct an annual business meeting (elect officers, amend bylaws, adopt resolutions, committee work) and Society-centered event (best practices seminar for chapters) at the same time each year in Indianapolis. Think Ted Scripps Leadership Institute without the focus on the individual and with all the SPJ politics added in.

**NEW INITIATIVE:** As part of my evaluation, I was asked to propose two new initiatives in keeping with the Society’s goals and missions. The first – upgrading our membership management database – is a separate item on the agenda and will greatly enhance our ability to serve our members.

The second initiative I am proposing is that SPJ join forces with other journalism organizations such as RTNDA to create a mega-training conference that will not only provide quality training to journalists, but also raise the profiles of the host organizations. I offer only RTNDA’s name at this time because I have only discussed this initiative with Barbara Cochran, my counterpart at RTNDA. We had a very productive conversation about two weeks ago and plan to expand the discussion after SPJ’s convention to include each group’s president and/or president-elect. Partner organizations would have to be carefully chosen based on the training strengths they bring to the table, as well as the changing nature of the news business. If the SPJ board gives its approval, we would be shooting for the inaugural program to take place in the fourth quarter of 2009.

**REPORTERS INSTITUTE**
Looking toward SPJ’s other programs, there are some exciting opportunities coming up. Thanks to the success of our first Reporters’ Institute, we will be holding two Reporters’ Institutes that will reach a total of 70 young journalists. The Institutes, to be held at Poynter, focus on journalists who have been in the field for no more than three years. The November program will
be print-based and the second program (date TBD) will be for broadcast journalists. Curriculum development and marketing will begin following the convention.

**MEDIA CREDIBILITY PROJECT**

A new initiative for SPJ in 2009 will be the Media Credibility Project, the primary components of which are the 12 regional Town Hall Meetings. We are looking to hold our inaugural program during Ethics in Journalism Week 2009. The Town Hall concept was developed to replace our current ethics week focus of offering grants to chapters for ethics programming. The Town Hall Meeting program will allow SPJ to develop a consistent message about ethics and media credibility and deliver it to the public using some grassroots efforts.

**NEWSROOM TRAINING**

The SPJ Newsroom Training Program continues to be going strong. As mentioned at the May board meeting, we added two new topics in the spring: “Video for the Web” and “Audio/Images for the Web.” Between these new offerings, that have been very popular, and the solid programming we had in place, we will have no trouble scheduling training programs in 2009. There is already a list of ten newsrooms that want to schedule for 2009, such as the Sacramento Bee, St. Louis Post-Dispatch and the Orlando Sentinel.

**NARRATIVE WRITING**

The Narrative Writing Workshops, with Tom Hallman, Jr., continue to be successful for SPJ. Recently, programs were held in San Jose, Des Moines, Gainesville, Houston and Richmond, Va. This fall we will be selecting 4-6 cities to host the 2009 workshops.

**OTHER PROFESSIONAL DEVELOPMENT**

Finally, SPJHQ will be coordinating the 2009 Region 5 Spring Conference and bringing the Mentorship Match-up Program in-house. In addition, we hope to continue the relationship with the Scripps Howard Foundation so that our tradition of offering excellent training to chapter leaders through the Ted Scripps Leadership Institute will be sustained.

**AWARDS**

The awards department is focusing on training Lauren Rochester so that she is prepared for the upcoming awards season. Lauren is currently fielding questions concerning the 2008 Mark of Excellence and Sigma Delta Chi Awards. Brochure and Web information updates are being prepared. Depending on the outcome of action items presented to the board, Lauren will look at realigning marketing efforts of the SDX awards to make sure any new categories are effectively marketed to the target audience.

Lauren graduated from Indiana University Bloomington in May 2007. She worked as an intern in the marketing departments of the Central Indiana Community Foundation and the Indianapolis Star before coming to SPJ.

**MARKETING AND PUBLIC RELATIONS**

SPJ’s communications efforts continue to evolve. We recently created a post-graduate position, filled by Scott Leadingham, to help carry out SPJ’s marketing and public relations goals. This position replaces the former Communications Manager position. Because we are less than one
month into the new arrangement, it's impossible to provide a summary of how it is going, but early indications are positive.

The communications department was once viewed as a two-person show. Although all staff members work well together, we have never been truly in sync with what the rest of the office is doing: communications focused on public relations and Quill, while membership communicated with members in other ways. In essence, the communications department was used more like an "in-house agency." With Joe Skeel being promoted to Associate Executive Director, overseeing both communications and membership, there will be more synergy throughout the office.

In addition to our regular PR duties, such as dogged support for a federal shield law and beefing up marketing efforts regarding our job bank, the communications department will become involved heavily with membership functions, and even take over some duties. You can read more about some of the new membership initiatives, which will require heavy involvement from the communications team, in the membership section of this report.

But to give you an example of our ideas, in the coming months the communications department will develop a message schedule that will be sent to members at appropriate times in their "journalism/member life cycle." Younger members will receive communication related to job hunting and training, while more seasoned members might receive messages about new media tips and journalism advocacy. The goal is to make sure our members feel their membership is worth their time, effort and money.

Most of our attention the past six months has been directed toward the passage of a federal shield law and the 2008 convention, resulting in hundreds of mentions and several interviews for President Brewer.

Some highlights from the shield law efforts:

- In all, we reached more than 15,000 people, including SPJ leaders and members, editorial page writers, columnists, radio/TV producers and publishers.
- The tailored messages encouraged recipients to either contact their senator or encourage others to do so, craft editorials in favor of the shield law, or run President Brewer's op-ed piece. The op-ed piece was distributed to news outlets nationwide.
- More than 30 large and medium newspapers wrote something about the Shield Law within a week of our efforts. Baltimore Sun, L.A. Times, Miami Herald, Knoxville News Sentinel, Arizona Republic and the Minneapolis Star Tribune are probably the most notable.
- In the three weeks after our initial push for legislation in late July, there were more than 1,200 hits for "shield law." Although many didn't mention SPJ, language used in our releases showed up in quite a few. It's hard to estimate how much of an impact we had in the development of those stories and editorials, but we did have some impact, to be sure.

Convention efforts included:

- To drive attendance, we created marketing messages that were distributed via SPJ's in-house communications tools. We reached non-members through messages that were
distributed using various methods: Vocus, partnerships with other journalism organizations, etc. We reached members through our typical efforts.

- To generate news coverage, we created and distributed messages centered around our major convention sessions and headliners.
- To increase awareness in Atlanta, Scott worked to schedule newsroom visits for President Brewer and President-Elect Aikens. We also plan to cover many of our own super sessions and issue press releases from the convention. These releases could also lead SPJ.org each day (along with copy from The Working Press).

In addition to the two campaigns above, we also sent out several press releases related to awards and miscellaneous topics. This, of course, is in addition to the regular duties such as SPJ Leads, promoting the Freelance Database, Job Bank, training programs, etc.

According to Google Alerts, “SPJ” and “Society of Professional Journalists” were mentioned in news stories more than 300 times since Jan. 1 for various reasons, mostly the shield saw and national and local awards. However, because our goal is often not to get “mentions,” such as convention marketing, etc., it’s also important to note that we distributed multiple messages to more than 50,000 different journalists.

MEMBERSHIP
Currently, membership is strong. As evidenced by our weekly reports, membership remains constant (about 9,500) despite the turbulent journalism job market. However, SPJ should remain cautiously optimistic. Many members who have lost jobs (or have seen friends lose jobs) in the past have yet to receive their renewal form.

Looking forward, SPJ traditionally doesn’t have trouble attracting new members. Keeping them? That’s another story. On average, SPJ enrolls in the neighborhood of 300 new members per month. We also lose about that many. Therefore, our focus for the next year will be on retention. If we can improve our retention rate by just 20 percent, that would result in a growth of 720 members. One of the best ways to keep members engaged and happy is to regularly communicate with them on topics they are interested in. In short... good customer service. To accomplish this, we will take a two-pronged approach.

1. Improve direct communication with individual members.
   2. Help chapters improve their relationship with current members while attracting new ones.

Step 1:
In the next six months, staff will develop and implement an electronic communication plan based on member “life-cycles.”

- Members join SPJ for many reasons. Trying to find “why” for each person is nearly impossible. However, we have been able to discern a few common threads based on members’ years of service to journalism. “Young” professionals (students and early post grads) typically are most interested in networking, professional development, and career guidance. “Middle-aged” professionals (Most of our members classified as Pros) are generally more interested in continuing education, advocacy, peer support and
networking. Our "senior" members (older pros, longstanding SPJ members and retired, etc.) are generally most interested in advocacy and camaraderie. Our targeted messages will focus on these angles.

**Step 2:**
In the next six months, staff will develop a system for communicating with and providing support for local chapter leaders. We believe that the best connection a member has with the organization is at the local level.

- Through the years, one constant remains the same: A disconnect between local chapters and the national office. Our goal is to develop and implement a regular communication plan with local chapter leaders that will educate and inspire them. Think of it as an "around the clock Scripps Leadership Institute." Some ideas for this plan are to make regular phone calls from headquarters, re-establish Leading Edge (a monthly e-newsletter to chapter leaders that contain tips and tricks to a healthy chapter) and tweak our current Web resources. Above all, we must communicate better with our leaders so they have a full understanding of the resources at their fingertips. The hope is that if their job is easier and fulfilling, and they better understand the national importance of their role, they will do a much better job of keeping their members engaged.

It should be noted that the above actions will be in addition to the ongoing improvement of SPJ.org and our national programs and services.

**QUILL**
Amy Guyer started as the new Quill Managing Editor on Aug. 7. She is a graduate of the University of North Carolina and was the editor of its campus magazine “Blue & White.” She is off to a fast start, and we are confident you will notice an improved magazine in short order.

We continue to get positive feedback on Quill, but still feel it has a long way to go toward becoming a “must-have” in the journalism world. Therefore, Amy’s mission for the next 12 months is to improve Quill’s content.

In short, our plan is to make Quill more like The Journalist. Although we won’t have the budget for improved paper quality and amazing artwork, she can carry over some of the editorial ideas. Therefore, she will work to have more notable journalists in the pages of Quill, either as sources or authors, while still making sure to have an abundance of “how-to” articles.

We also hope to create more regular features, such as Ten, that will be quick reads for members. In addition, we will regularly publish member profiles so that we are making sure to highlight some of the great work by our own members.

To accomplish our mission, Amy will be relying on SPJ members and those who have contacts with these “notable” journalists. If you have any ideas or contacts, please share them with Amy.
WEB SITE

SPJ.org continues to grow as we attempt to make it the best resource possible for members (and a great marketing tool for the Society). Few can argue that SPJ.org is chock-full of information. However, finding the information one needs (and navigating one’s way back again) is not always easy. We have heard our site described as “impenetrable.”

Our goal over the next year is to move toward a more user-friendly site while continuing to add great resources.

New Resources: Thanks to a grant from the SDX Foundation, SPJ recently purchased the Journalist’s Toolbox from the American Press Institute. The toolbox is a massive collection of Web links (organized by topic) that will help journalists in their daily reporting. Our Web site is full of tips for dealing with ethics and public access, but really had nothing to offer the member needing help understanding a specific topic, such as how oil prices are determined.

With the Journalist’s Toolbox, our members can come to SPJ.org knowing we will now have tools to help them outside of ethics and FOI requests. The toolbox will be updated regularly to make sure links are live and the latest topics are covered.

Another upgrade coming to SPJ will make a big difference in the possibilities for SPJ.org’s future. As you may know, the often talked about iMIS database upgrade will allow members to make their own changes to their contact information, provide payment, etc. This will help the membership department be more efficient. However, the upgrade will allow us to explore other options related specifically to SPJ.org. For example, a module exists for our database that would allow us to implement a social networking platform to SPJ.org. Creating more synergy between our database and Web site, such as a social networking platform, is not possible without this upgrade.

Penetrating SPJ.org: As for repurposing our current information, the Freedom of Information section will be our guinea pig. Volunteers Molly McDonough and Dave Cuillier have agreed to take a hard look at the FOI and LDF sections of the Web and find a way to better present all of that information. Our plan is to use these concepts to reposition other sections of the site.

But more than that, we plan to have serious discussions about the purpose of SPJ.org and how it can best serve our members. Currently, it looks more like a news site, not a membership site. Does this best serve our audience? Should we move more behind our member firewall in order to make SPJ.org a true “member” benefit? These are all questions that need to be asked as the answers will determine how the site looks and functions.

STATISTICS

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**Top 25 Countdown Power Rankings**

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**SUMMARY**

It has been an incredibly busy four months since the board meeting in May and, as you can read, we have a full plate as we head into our Centennial Year. Coupling the board’s leadership and vision with the staff’s ingenuity and “no excuses” work ethic, the year ahead looks most promising.
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Note: The table above outlines the development plan for the Sigma Delta Chi Foundation over a 16-month period. The plan is divided into monthly intervals, with specific tasks and actions assigned for each month. The plan includes sending newsletters, handwritten cards, thank you mailings, and appeal letters to different categories of donors, with varying amounts and frequency. The plan also includes tax statement and phone campaign activities planned for specific months.
THE SOCIETY OF PROFESSIONAL JOURNALISTS

BOARD OF DIRECTORS MEETING

SEPTEMBER 7, 2008
9 – 11 A.M.

HYATT REGENCY
ATLANTA, GEORGIA

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.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
SEPTEMBER 7, 2008
HYATT REGENCY
ATLANTA, GEORGIA

1. Call to Order – Aeikens

2. Roll Call – Secretary-Treasurer
   a. Aeikens
   b. President-Elect
   c. Secretary-Treasurer
   d. Ralston
   e. Brewer
   f. McCloskey
   g. At-Large Director
   h. Student Rep.
   i. Student Rep.
   j. Loop
   k. Campus Adviser At-Large
   l. Region 1 Director
   m. Augherton
   n. Lannford
   o. Region 4 Director
   p. Region 5 Director
   q. Gover
   r. Region 7 Director
   s. Region 8 Director
   t. Region 9 Director
   u. Region 10 Director
   v. S. Smith
   w. Albarado

3. Welcome and Introduction of New Board Members – Aeikens

4. Executive Committee Elections – Aeikens
   The Executive Committee is comprised of the President; President-Elect; Secretary-Treasurer; Vice President, Campus Chapter Affairs; Immediate Past President; and two at-large members elected by the board of directors.

5. Appointments to Sigma Delta Chi Foundation Board – Aeikens
   The SPJ President may appoint as many directors to the Sigma Delta Chi Foundation as he/she desires so long as the number of independently elected directors is one more than the SPJ appointees.

6. Ratification of Sigma Delta Chi Foundation Board elections – Aeikens
   The SPJ board ratifies the independently elected officers and directors of the Sigma Delta Chi Foundation.

7. Committee Chair Appointments – Aeikens

8. Finance Committee Appointments – Aeikens
   The Finance Committee is comprised of the President; President-Elect; Secretary-Treasurer; Vice President, Campus Chapter Affairs; Immediate Past President; and two at-large members appointed by the President and ratified by the board of directors.

9. Historic Site in Journalism – Aeikens

10. Citizen Journalism Academy – Harper
10. Board Orientation – Laurie Babinski, Baker & Hostetler

Laurie Babinski practices in the litigation group, with an emphasis on First Amendment matters. She has participated in the defense of claims for libel and invasion of privacy, and also assists with freedom of information issues. While earning her law degree, Ms. Babinski served as a law clerk at the Los Angeles Times. Prior to attending law school, she was a copy editor and page designer at the Inland Valley (Calif.) Daily Bulletin and a Scripps Howard Foundation Journalism Intern at the Student Press Law Center.

The orientation session focuses on each officer and director's responsibilities and duties while serving as a member of the SPJ board of directors.

11. Adjournment
MEMORANDUM

DATE: September 7, 2008
FROM: Dave Aekens
SUBJ: COMMITTEES
FOR: Board of Directors

I am asking the board to approve the creation of two committees and the elimination of one. First, after consultation with staff and the committee itself, it is evident that the Project Watchdog committee no longer has an exclusive role in the organization. It was created thanks to a grant and did wonderful work. Since that grant has run out, it has struggled to find a mission and to avoid duplication of efforts with the FOI committee.

We believe it is best to bring the committee’s work to a close. Chair Stephenie Overman has been appointed vice chair of the freelance committee.

Second, I recommend the creation of two committees. The government relations committee will lead the way as we work to pass the shield law and keep track of other legislation that might need our attention through lobbying or simply providing additional information. At a time we are seeing a growing amount of legislation that is of interest to journalists, it is critical we track it and work to reach the best result.

I have asked immediate past president, Clint Brewer, who did a terrific job during his term moving us forward with the shield bill, to chair the committee.

The Digital Media committee will advise the board and staff on how SPJ can stay at the forefront of a changing business and provide the best training available. This committee is vital as we seek to keep our professional development programs fresh and forward looking.

Former President Ray Marciano, Internet general manager for Cox in Dayton, will be the chairman and Ron Sylvester, who is a trailblazer in using technology in reporting, will be the vice chair.

Thank you for your consideration.
SOCIETY OF PROFESSIONAL JOURNALISTS
2008 – 2009 COMMITTEE LEADERS

Awards
Chair: Ginny Frizzi, Pittsburgh, Pa.
Vice Chair: Bruce Cadwallader, Columbus, Ohio

Bylaws
Chair: Robert Becker, Washington, D.C.

Convention:
Chair: Molly McDonough, Chicago, Ill.

Digital Media (advise SPJ on how to stay at forefront of changing industry)
Chair: Ray Marceno, Dayton, Ohio
Vice Chair: Ron Sylvester, Wichita, Kan.

Diversity
Chair: Pueng Vongs, San Jose, Calif.
Vice Chair: Linda Jue, San Francisco, Calif.

Ethics
Chair: Andy Schotz, Hagerstown, Md.
Vice Chair: Fred Brown, Denver, Colo.

FOI
Chair: David Cuillier, Tucson, Ariz.
Vice Chair: Joe Adams, Jacksonville, Fla.

Freelance:
Chair: Amy Green, Orlando, Fla.
Vice Chair: Stephanie Overman, Washington, D.C.

Gen J
Chair: Rebecca Neal, Washington, D.C.
Vice Chair: Aiesha Little, Cincinnati, Ohio

Government Relations (advise SPJ on legislation that benefits journalists)
Chair: Clint Brewer, Nashville, Tenn.
Vice Chair: Steve Taylor, Washington, D.C.

Journalism Education
Chair: George Daniels, Tuscaloosa, Ala.
Vice Chair: Mead Loop, Ithaca, N.Y.
International
Chair: June Nicholson, Richmond, Va.
Vice Chair: Ricardo Sandoval, Sacramento, Calif.

Legal Defense Fund
Chair: Julie Kay, Tampa, Fla.
Vice Chair: Holly Fisher, Charleston, S.C.

Membership
Chair: John Huotari, Knoxville, Tenn.
Vice Chair: Ellen Mrja, Mankato, Minn.

Professional Development
Chair: Deb Wenger, Oxford, Miss.
Vice Chair: Kara Sassone, Bangor, Me.

Public Outreach:
Chair: Brian Bellmont, Minneapolis, Minn.
Vice Chair: Lauren Bartlett, Los Angeles, Calif.

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Co-chairs: Al Cross, Lexington, Ky.

Board committees:
Finance:
Bill McCloskey, Bethesda, Md.
Scott Maben, Spokane, Wash.

Sigma Delta Chi Foundation appointments:
Dave Aeikens
President-elect
Secretary-treasurer
Clint Brewer
Neil Ralston
Ann Augherton
Sue Kopen Katcoff
Darcie Lunsford
Historic Sites in Journalism honors individuals, news organizations and places of national historic interest. Nominations are open. Self-nomination is permitted.

The SPJ board of directors selects honorees for the Historic Sites in Journalism designation. The recipients of the national honor will be honored at a special celebration event. A bronze plaque will be displayed at the location marking it as a Historic Site in Journalism. Only one Historic Site in Journalism may be selected in any given year.

Site Nominated: Hubbard Broadcasting

Address: 3415 University Ave
St. Paul, MN 55114

City: St. Paul State: MN Zip: 55114

Phone: 612-646-5555

E-mail

Nomination Deadline: March 15

Return completed nomination to:
Historic Site in Journalism
Society of Professional Journalists
3098 N. Meridian St.
Indianapolis, IN 46208-4045

Questions? Contact SPJ
317/927-8000
fax 317/929-4769
awards@spj.org

This form may be photocopied as needed.

Further details and guidelines are available at: www.spj.org

Nominated by:
Name: Nicole Hanson Sprunger
Company: Minnesota Pro Chapter, SPJ
Address: 395 Cedar St.
City: St. Paul State: MN Zip: 55101
Phone: (651) 324-5580 Fax: (651) 422-9129
E-mail: nicole@minnesotapress.com

- This form should be accompanied by letter(s) of recommendation which addresses the nominee's national historic interest in journalism and why the nominee is deserving of this national recognition.

- Nominations should also include an indication of the specific location (i.e., building, street address, inside or outside installation) where a bronze plaque would be placed and the name of a person to be contacted to supply additional information, if necessary.

- Additional supporting materials are welcomed.

Please Note: Additional information on the nominee may be requested from the person or group making the nomination. A contact person for further information should be listed in "Nominated By" and provide their complete contact information.
Dear Awards Coordinator,

Peers and competitors have long recognized Hubbard Broadcasting Inc. as a pioneer in radio and television. The Twin Cities company is one of the few large family-owned broadcasting operations left in the U.S.

We, the board of the Minnesota Chapter of the Society of Professional Journalists, believe this local gem embodies the spirit with which SPJ’s Historic Sites in Journalism program was created. As such, we would like to nominate Hubbard Broadcasting for the award.

Minnesota native Stanley E. Hubbard started the company with a single radio station — WAMD, “Where All Minneapolis Dances” — in 1923. Not satisfied with entertainment content alone, Hubbard launched his own newsgathering operation in 1935. A few years later, WAMD merged with another station to become KSTP, and soon became known for broadcasting performances by legends such as Jack Benny and the Marx brothers.

In the late 1950s, Hubbard began experimenting with closed-circuit broadcasts using an early camera made by RCA. By 1968, Hubbard was broadcasting as KSTP-TV.

The Hubbard television station was the first independently-owned NBC affiliate, the first with a local news program seven nights a week and the first to do all-color broadcasting.

Stanley E. Hubbard’s son, Stan S. took control of the company as president and CEO in 1983. Under his leadership, Hubbard Broadcasting became the first to use a satellite truck. The original truck, which eventually became standard equipment for news stations, is now an exhibit at the Newseum in Washington, D.C. Stan Hubbard also led the company’s pioneering push into Direct Broadcast Satellite television.

A third generation of Hubbards is involved in the business today. The pioneering spirit that spawned the company 85 years ago remains, as do the buildings from which so many of this industry’s leaders came.

It would be our sincere pleasure to present the Hubbard family with a plaque from the Society of Professional Journalists honoring their company’s many contributions to journalism over the past several decades. The plaque would be placed on an outside wall of Hubbard’s headquarters building on University Avenue in St. Paul.

For more information, contact Debbie Meissner, secretary to Robert W. Hubbard, at (612) 342-4251.

Sincerely,

Nicole Garrison-Sprenger
President
Minnesota Pro Chapter, Society of Professional Journalists
MEMORANDUM

DATE: September 7, 2008
FROM: Christine Tatum, SPJ President 2006-2007
SUBJ: CITIZEN JOURNALISM ACADEMY
FOR: Board of Directors

I hope SPJ will make it a top priority to stage its Citizen Journalist Academy in 2009 and for years to come.

My bottom-line assessment is that our inaugural CJA was a tremendous success on many levels. This initiative has great potential to help SPJ advance its mission, generate new revenue and generally raise public awareness about the ideals and causes we support.

The CJA also fits clearly into SPJ’s strategic plan – and helped the Society this year stay on track with one of its stated goals to reach out to the public more aggressively.

As you likely know, the first academy had not been held in time for SPJ to seek financial support for a second year of programming from the Sigma Delta Chi Foundation. The decision not to approach the foundation in the spring of 2008 was a prudent and wise one. However, if there is any uncertainty about how or whether to fund this academy, I hope you’ll address it quickly. It would be a shame for SPJ to wait until late next year before hosting another CJA event.

Given my role in developing and leading this project, I present you with several observations I hope SPJ will find useful as it sponsors future CJA events. Please also know that I would be delighted to continue serving as a CJA organizer and instructor – and that I would be happy to produce a CJA event in Denver.

**SPJ should consider partnering with other organizations to present CJA instruction – and to take great care that it chooses partners wisely.** Not all blogging associations are a good fit the CJA. SPJ will find much more success by working with organizations that specifically identify themselves as running citizen-journalism operations and projects. It is also very important that SPJ protect this burgeoning brand – the Citizen Journalist Academy – and that it take the lead on all CJA instruction. I see no reason why SPJ should cede the ground it’s particularly well rooted in – ethics, FOI, media law and reporting/writing basics – to other organizations. And, to be frank, CJA participants were VERY happy with a limited scope of instruction that played to our organization’s core strengths.

I have ideas about which organizations would make great partners – and which ones wouldn’t – and will be happy to share them with SPJ staff.
We also found GREAT success by partnering with local universities to deliver this programming. I heartily recommend that we continue identifying these partners — and that we build into those we worked with this year.

**It would be smart to develop a specific CJA teaching faculty.** Given the nature of this audience — which is about as diverse as it gets — it is critical that CJA instructors are:

- Dynamic and compelling speakers. They must be outstanding teachers who are conversational and highly approachable. They should be people who are comfortable with the CJA’s highly interactive and casual approach to instruction. CJA participants in all three cities gave the event high marks for its openness, friendliness and comfortable environment.
- Representative of an array of media specialties. Our participants were interested in broadcasting, writing, photography — every aspect of media. And many of them were VERY tech-savvy. The CJA faculty should include people who are highly knowledgeable about an array of technologies (including Web development) and emerging news organizations.
- Open to new ideas and approaches to ethical, responsible reporting.

To shave expenses, SPJ should seek to develop faculty in the regions where it wants to host these events. However, I also think it is important for us to present the very best instructors we can, regardless of where they live. There is a balance to be achieved — and I’m sure CJA organizers can find it. I am delighted to report that our academy attracted the attention of people in Chicago, Los Angeles and the state of North Carolina who say they want to help organize and instruct future events. They include:

- Angela Connor, managing editor of citizen media at WRAL-TV (CBS) in Durham, N.C. Connor became an SPJ member as a result of the CJA and is blogging for Technolo-J.
- Steve Rhodes, editor of Beachwood Reporter, a popular, online news-analysis site in Chicago.
- Jeff Doherty, editor of Chicago Daily News, a citizen-media organization
- David Markland, a highly respected blogger who maintains a citizen-journalism operation that covers specific Los Angeles neighborhoods.
- Forrest Brown, who taught a session on writing basics while serving as an editor at the Charlotte Observer. Brown recently accepted a job as an editor at CNN.com and already is asking when the CJA could be produced in metro Atlanta.
- Wayne Sutton and Ginny Skalski, both online community content managers at NBC-17 in Raleigh/Durham.

There are many others, and I’ll ensure their names are passed along to SPJ’s staff.

**SPJ should consider having workshops that focus on only one or two core subjects.** The inaugural CJA was structured to give people brief introductions to several subjects. We received wonderful feedback about the day’s agenda. However, we also learned quickly that just about every session could have been converted into an entire day of instruction. Media law and
Writing/Reporting Basics could easily be day-long workshops. SPJ should consider getting more mileage out of its CJA brand by hosting “follow-up” events in the cities where it has appeared.

**SPJ should continue to refine its marketing strategy for these events.** One of the chief things we learned is that the CJA needs an expansive marketing strategy – and that SPJ must be committed to making personal phone calls in addition to blasting e-mails and building Web promotional Web sites. Some of the people who helped us generate the most attention were those we contacted personally (such as Ed Williams of the News & Record in Greensboro, David Markland and Angela Connor).

We also learned that we must market aggressively online within blogging communities and other social networks.

To promote the CJA, SPJ also needs to identify the specific newsroom editors (such as Connor, Sutton and Skalski,) who are in charge of burgeoning citizen-journalism projects within their news organizations. These editors drove several participants to our sessions in North Carolina and Los Angeles.

If we market effectively, people will travel from several states away to attend a CJA event. We greeted participants in North Carolina who had traveled from northern Virginia, South Carolina and Florida (!) to get to us. A professor from Minnesota flew into Chicago for the CJA. A man from Scottsdale, Ariz., attended the CJA in Los Angeles.

**SPJ would be smart to develop a marketing strategy that includes former CJA participants because some of our best promotions came from people who attended one of the sessions.**

I highly recommend that we consider “follow-up events” such as those mentioned above because...

**SPJ stands to build its membership and revenue substantially through the CJA.** I will follow up with SPJ staff soon after the Atlanta convention ends because I would like to reach out to all CJA participants sometime this fall. Many of them have contacted me after the event, and I would like to work within SPJ to keep them engaged, encouraged – and fully supportive of our Society’s mission. Many of them have expressed interest in supporting SPJ financially – and just need to be prompted directly to do so.

Thanks much for your thoughtful consideration of this highly important project. If you have questions, please feel free to contact me at 303-881-8702 or christine.tatum@infoition.com.