AGENDA
EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 10, 2009
MILWAUKEE, WISCONSIN

1. Call to Order – Aeikens

2. Roll Call – Limor
   a. Aeikens
   b. Smith
   c. Limor
   d. Ralston
   e. Brewer
   f. Lunsford
   g. McCloskey

3. Report of the SPJ President – Aeikens

4. Report of the SDX Foundation President – Geimann

5. Staff Report – Harper [page 1]

6. Approve Executive Committee Meeting Minutes
   b. November 12, 2008, Indianapolis, Ind. [page 12]

7. Discussion Items
   a. Staff Recommendation in re Wells Key [page 13]
   b. Ethics Committee Recommendation in re Ross Becker E-mail [page 18]
   c. Spring Conferences – Aeikens [page 20]
   d. Centennial Celebration at DePauw (April 17) – Harper
   e. Centennial History Book (Charles Fair Project)
   f. 2009 Convention – Vachon
      i. Sponsorship Update – Harper
   g. 2010 Convention – Vachon
   h. Strategic Partnership with Helium.com – Skeel/Harper
   i. Update on Strategic Partnership with newswire service – Vachon
   j. Update on Strategic Plan – Harper
   k. Public Outreach Committee Report/Recommendations – Aeikens [page 21]
   l. Update on Federal Shield Law – Brewer
   m. Doing Ethics in Journalism (“ethics book”) – Brown

8. Adjournment
MEMORANDUM

DATE: January 4, 2009
FROM: Terry Harper, Executive Director
SUBJ: STAFF REPORT
FOR: Executive Committee

As we have done for the past several meetings, staff has prepared one comprehensive report rather than several reports covering several areas of Society operations. Contributors to this report include Terry Harper, Chris Vachon, Joe Skeel, Heather Porter, Lauren Rochester, Amy Posavac, Amy Guyer, Billy O'Keefe and Scott Leadingham.

Finance and Administration
The audited financial statements for both the Society and the SDX Foundation have been approved by the respective organizations and distributed. The 990 information returns will be filed no later than March 15, 2009. Automatic three-month extensions were filed for both in order to give Jake and Terry extra time to review the returns to make sure everything is in order. We are finally caught up with the internal monthly financial statements. We lost our bookkeeper in early August, just weeks before the Atlanta convention, which threw us for a loop temporarily. Preparing for the convention, preparing for the independent audits and my medical leave did not allow us to devote the attention necessary to hiring a new bookkeeper in an expeditious manner. Rhonda Harris joined the staff on November 10 and is pretty much up to speed now.

Financially speaking, the Society is in good shape although we are beginning to feel the effects of the changes taking place in the industry as hundreds of journalists lose their jobs. No doubt many of these displaced journalists are deciding they can no longer afford to belong to a membership organization like SPJ or change career fields and are no longer active in journalism.

I have already had a number of discussions with the staff that we need to start operating as if these membership losses will continue and ensure we justify every penny we spend. The membership section below will provide additional information as to our efforts to retain and build membership.

December is always a lean month for us, but cash flow remained strong. I am proud to say that in my almost seven-year tenure, we have never had to borrow money or establish a line of credit. January and February are typically big months for us as awards revenue rolls in.

Staffing
Including Rhonda, seven people have joined the SPJ staff since August 1: Administrative Assistant Langela Walker; Awards Coordinator Lauren Rochester; SDX Foundation Director of Development Amy Posavac; Managing Editor Amy Guyer; Communications Dude Scott Leadingham and Graphic Designer Tony Peterson. In addition, Associate Executive Director Chris Vachon is telecommuting from North Andover, Mass. where she oversees our professional development programming. Joe Skeel has been promoted to Associate Executive Director with primary responsibility over membership and communications. Heather Porter also was promoted to Professional Development Coordinator where she has direct responsibility for many of our professional
development programs and supervises the awards coordinator. The past several months have been very busy hiring and training the new staff members, but everyone seems to be working well together.

**Sigma Delta Chi Foundation**

The Foundation's investment portfolio has taken a battering, just as all endowments have. Following the departure of our second account manager, we closed our managed account at Morgan Stanley and moved those funds back to our self-directed account at Charles Schwab. We still have one remaining managed account at Schwab focusing on international equities.

Although we won't know until the end of January how much money the Foundation will have available for grant making in the coming fiscal year, it will be significantly less than prior years. Through December 31, 2008, our investment portfolio was down nearly 29 percent from July 31, 2008.

**SDX Foundation Development**

The early months of this fiscal year have been a success in the area of development, proving that SPJ is still relevant in the lives of its members even during tough economic times and uncertainty in the industry. More gifts were received in the first five months than in all of last year combined.

Our efforts this fall not only renewed current donors, but brought back many who had lapsed and attracted many first-time donors also. In fact, the gifts we received this fall break down as follows: First-time donors — 32%, Lapsed donors — 31%, Current donors — 37%. Fundraising is often described as a "leaky bucket." Donors invariably lapse, and new ones must be acquired to replace them. This fall has been a good start at refilling the leaky bucket.

Appeals coming down the pike this spring include:

- A tax mailing to those who gave in 2008
- An SDX newsletter — with articles answering the question "what do you spend my money on?"
- In the wake of the success of the handwritten appeal, mailings will be sent to audiences such as new/renewed SPJ members, as well as test mailing to students.

The 100th anniversary of SPJ is a unique opportunity to garner support from those who may otherwise not have a reason to support what we do. If we don't toot our own horn, nobody will do it for us. Our centennial year is the time for us to toot that horn.

**Membership**

With the recent struggles facing our economy and industry, SPJ has noticed its first significant drop in membership. For all of 2008, our numbers tracked favorably with those in 2007. However, we suffered a serious blow when a significant number of memberships expired at the end of December — likely due to corporate budgets based on the calendar year. As media companies tighten their belts, paying for employee memberships are one of the first things to go.

Here’s a look at the data: On Dec. 31, 2008, our active membership was 9,215. Five days later on Jan. 5, our active membership was 8,488 — a drop of 727 members. It's important to note that we often suffer heavy losses when each new year begins, although typically not this much. From Dec. 31, 2006 to Jan. 5, 2007 we lost 330 members. From Dec. 31, 2007 to Jan. 4, 2008 we lost 424 members.

While the figures are disheartening, although not unexpected, we are not in uncharted waters. We began 2002 with 8,479 members — nine less than this year.
On a positive note, of those who respond to our renewal messages, very few leave SPJ because they are unsatisfied with the organization. And if finances are given as a reason for leaving, many explain that they regret having to give up SPJ.

One thing we plan to initiate is better outreach and support for our chapter leaders. Our goal is to begin regular communication with all chapter presidents, making sure they know of all the resources at their fingertips. We had hoped to start this in November, but unforeseen circumstances made that impossible. The communication will also serve as a support mechanism for those struggling or needing help. We think this will improve leadership at the local level, and that will in turn result in better programs being offered to our members. Better programs means happier members.

We also plan to revive our efforts to recruit collegiate institutional members. This is nothing new to SPJ, but it has fallen by the wayside and our numbers are low compared to the past. By increasing the number of institutional memberships, we hope this will raise the awareness of SPJ on campuses around the country. That, in turn, will hopefully increase membership and contest entries into the MOE awards.

**Professional Development**

**Reporters Institute**
The November '08 Reporters Institute was a huge success. Out of the 65 applications received, 36 early career journalists were selected to participate in our three days of boot-camp like training at the Poynter Institute.

We are in the curriculum development stage for the 2009 Institute, focused on broadcast journalists, to be held in July. We have solicited feedback from Hagit Limor and Deb Wenger to ensure a well-rounded program schedule since this will be the first time we put on a program for broadcast participants.

This program is funded by a grant from the SDX Foundation.

**Spring Conferences**
The spring will be spent preparing for the Region 5 Spring Conference, to be held in Indianapolis, April 3-4. Sessions will focus on ethics, FOI, new media and freelancing. Hannah Allam has been invited to be the keynote speaker for the Mark of Excellence Awards luncheon. She was an inspiration to the students present during the 2008 Convention luncheon and we’d love to have her back.

Additionally, we are providing support to all of the Spring Conference coordinators. Their conferences are being promoted through Quill, Leads and the Web. The coordinators are receiving monthly tips and suggestions from HQ in an effort to educate them and to provide resources.

**Narrative Writing Workshops**
Five Narrative Writing Workshops will be held from April-July 2009. The workshops will take place in Chicago, El Paso, Boise, Albuquerque and Boston. These workshops are day-long Saturday programs with Pulitzer-prize winning narrative writer Tom Hallman.

This program is funded by a grant from the SDX Foundation.

**Ted Scripps Leadership Institute**
We will again be holding our chapter leadership development program in the summer of 2009 in Indianapolis thanks to a $50,000 grant from the Scripps Howard Foundation.
Mentor Match-up Program
The Mentor Match-up Program has been re-established. The program was previously handled by the Generation J Committee but is now coordinated HQ. Tip sheets and an FAQ were developed for the Website to give potential mentors/mentees a better understanding of the program. We plan to use our membership database to track matches.

Citizen Journalism Academy
In 2008, SPJ conducted its first set of academies, three in all. They seemed to be more popular than we were expecting. We were challenged, especially at the beginning, with knowing how to promote to citizen journalists. The resources we use are all geared toward working journalists. With each program, we grew increasingly more successful. As a result of the program’s success, and coupled with the fact that there is money left in the grant, we will be doing an additional CJA in Denver in May.

This program is funded by a grant from the SDX Foundation.

Media Credibility Project: Town Hall Meetings
The goal of the project is to restore the public’s faith in the press. In 2009, we intend to hold 12 town hall meetings across the country. The meetings will be coordinated in concert between HQ and local chapters. One of the keys to success for the program will be providing high caliber moderators and it is our intent to utilize Poynter Ethics Fellows as the moderators.

This program is funded by a grant from the SDX Foundation.

Newsroom Training Program
This program continues to be successful for the Society. Early 2008 saw the introduction of new media training to our offerings. By late 2008 we had to add some new trainers to keep up with the interest for the new media training.

In addition, we found a potentially productive approach to using this program for chapter-building efforts and membership recruitment. We conducted training at the Fargo Forum during the week followed by a Saturday program for area journalists. The newsroom’s support of creating a chapter along with interest from area journalists seems to be a great beginning for a North Dakota chapter.

This program is funded by a grant from the SDX Foundation.

Convention 2009
Plans for the programming portion of the convention are underway. Invitations have been extended for our keynote and Super Session slots to the following: Steve Kroft (60 Minutes, Hoosier native); Tom Brokaw; Rafat Ali (paidcontent.org); Christiane Amanpour; George Stephanopoulos; President-elect Obama.

The DART Society, the Scripps Howard Foundation and the Pulliam Family are confirmed sponsors. We are hopeful for sponsorship from Gannett, Indianapolis Business Journal and Marketwire. CNHI is printing The Working Press. Emnis Communications has declined citing the economy. Eli Lilly has expressed interest in hosting a reception and we are trying to nail that down now.

Program proposals from our Call for Programs are coming in the door as this report is prepared and will be reviewed in January by the programming committee. The committee identified the following as the programming tracks for the conference: Journalism History/SPJ History; SPJ Missions (ethics, FOI and diversity); Beginner New Media; Advanced New Media; Visual Storytelling; Freelancing; Beginner
Career Development; Advanced Career Development and Management; The Written Word (short form, broadcast, narrative, storytelling, online, etc.).

The Thursday Opening Night Reception will be held at the Eiteljorg Museum of American Indians and Western Art which is located just a few short blocks from the convention hotel, The Westin Indianapolis.

Awards and Honors
The awards department is operating in full swing as entries for the Mark of Excellence and Sigma Delta Chi Awards are beginning to arrive. We are expecting the Mark of Excellence contest to bring in around the same number of entries as last year. Lauren has worked with the Regional Directors to line up Regional MOE Chairs and regional judges to ensure the first round of the contest runs smoothly. The postmark deadline for the MOE Awards is January 21.

Due to the economy and industry trends, we would not be surprised if we see a slight decrease in entries in the Sigma Delta Chi Awards. As more newsrooms cut budgets and staff, support may not be there for contest entry fees and entry preparation. Entries for the SDX Awards must be postmarked by February 4. During the closing business meeting at the Atlanta Convention, the board voted to include marketing information for the New America Award in the SDX Award brochure. At the time of this report, we have a couple of entries for that award and hope the new marketing efforts will make the New America Award successful. Lauren has received a combination of eight calls and emails requesting information about the award. To date, 82 national judges have been secured for the MOE & SDX contest.

Quill
We are overhauling the Toolbox section of the magazine. The Toolbox features all our columns. Because the section is a bit tedious to read since it contains huge blocks of text, we’ve redesigned it so that there’s more space. We are also asking that columnists write more lists and tips, not just long, essay-like columns. In addition to redesigning the Toolbox section, we redesigned SPJ Report and Hot Off the Press.

Since 2009 is our centennial celebration, we also plan to print a few historical pieces. Each issue will have some blurb about the history of SPJ and journalism. Also, one whole issue of Quill will be dedicated to the history of SPJ. That issue is planned for March.

We made the decision to eliminate PressNotes in its current format last May. This decision was supported by the SDX Foundation which has funded PressNotes through the Ward Neff internship for several years. Instead, we are using those dollars to fund, in large part, a post-graduate communications intern currently occupied by Scott Leaddingham. The Ward Neff intern compiling PressNotes completed her duties in early December. Of the approximate 1,500 subscribers, many of whom are not members, we heard from maybe 20 that they were displeased with the decision to discontinue PressNotes. We will continue to tweak the new iteration of PressNotes which is available on the Web site to make it more useful.

We also made the editorial decision to end our relationship with Jon Marshall and NewsGems and redirect those resources to The Journalist’s Toolbox, a resource site we purchased from the American Press Institute with a grant from the SDX Foundation. Although we hit a few snags in transferring the site from API to SPJ, I think we finally have everything squared away and the site will be accessible through spj.org very soon (see Web site section below). The decision to end our relationship with NewsGems is in no way a reflection on the quality of NewsGems, we simply made the decision to use the money we were spending on NewsGems for the direct benefit of our members. The final NewsGems column appeared in the December issue of Quill.
Communications
Between September 13 and December 16, 2008, Dave Aeikens was sought for 23 press inquiries on a number of topics. These inquiries have largely come as a result of releases distributed to news outlets on a national level. The most popular topic of discussion was the arrests of journalists during the Republican National Convention. The second most frequent topic was the federal Shield Law. The communications staff is making a concerted effort to increase the usage of press releases by targeting news outlets and workers that were previously not utilized. Radio producers have been particularly receptive, especially those in public and community radio. Similarly, SPJ news has been picked up by a number of industry blogs, the authors of which were previously overlooked for press release distribution.

During the same period, the communications department also received inquires that staff could not directly answer. For example, on at least five occasions, reporters and producers inquired about industry statistics, such as the number of layoffs at newspapers over the preceding year. Such inquiries came from media reporters at newspapers as well as producers at ABC’s “Good Morning America” and the “CBS Evening News.” The general response from the staff’s perspective was that SPJ unfortunately does not track such data, although the staff always suggested other sources. In most cases, SPJ was the first organization the reporters/producers looked to for such information. This suggests some good news: SPJ is seen as an industry leader for issues affecting the journalism profession. However, since SPJ’s mission is more attuned to advocacy and professional development, the data are not tracked internally. Whether or not this is a lost opportunity is an interesting question to consider.

Aside from responding to press inquiries, the communications staff is implementing a plan to market the Rainbow Sourcebook on behalf of the Diversity Committee. In light of the election of Barack Obama, there is a demand for news stories that highlight diversity topics, which also necessitates ethically, culturally and religiously diverse sources. Thus, leading up to and following Obama’s inauguration, the staff is implementing the marketing plan and targeting messages to three distinct audiences: general local news providers, national news providers and specialty news providers that target minority populations. The messages encourage the recipients to utilize the sourcebook as well as submit their own sources for inclusion in the sourcebook, which lists approximately 500 sources. The messages will be sent to at least 10,000 journalists.

Web Site
In early 2009, spj.org will pull back the curtain on the Journalist's Toolbox, an all-encompassing resource of go-to sources and information about everything from advertising to ethics to public safety to women’s issues. The Toolbox comes pre-loaded with more than 250 articles covering more than 45 unique topics, and it will continue to grow after launch and beyond.

Other additions of note to the Web site over the last few months include a revamped Pres Notes, a Convention 2009 portal, a blog devoted to (and produced by) SPJ Headquarters, a revamped Mentor Match-up program, more than 20 new established or in-progress chapter sites, new additions to the regional directors blogroll and updates to awards, programming and other sections with recurrent site presence. A Press Freedoms section, which pools the best of SPJ’s FOI and Legal Defense resources, is currently in development and will debut in early 2009.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 21, 2008
CINCINNATI, OHIO

MEETING CALLED TO ORDER
With President Clint Brewer presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:15 a.m. on Saturday, June 21, 2008, in the board room at the E.W. Scripps Company in Cincinnati, Ohio.

ROLL CALL
In addition to 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; Director at-Large Sally Lehrman; Region 7 Director Ron Sylvester; Cincinnati Pro Chapter President Hagit Limor; Executive Director Terry Harper; Associate Executive Directors Chris Vachon and Julie Grimes; and Editor Joe Skeel.

PRESIDENT’S REPORT
Brewer updated the committee on SPJ’s efforts to pass a federal shield law. A meeting of the coalition of organizations working to pass the law may take place in July in Washington, D.C., in conjunction with SPJ’s visits to Capitol Hill. The coalition is working with Baker Hostetler who is working with Senator Cornyn’s office with respect to the definition of a journalist.

EXECUTIVE DIRECTOR’S REPORT
Harper updated the committee on the status of the staffing issues. The communications position has been filled and the Quill position will be filled in the next few days. The awards and administrative assistant candidates have been narrowed down and second interviews are scheduled; and one good candidate has been found so far for the development position.

The work on the strategic plan from the board meeting has been distilled and developed into goals for the 08-09 year. Those recommended goals will be presented to the full board.

A plan is being developed to upgrade the database that would improve functionality. Currently, the hosting of our server is being assessed as well as research is being done in regard to a unified login for members.

2008 CONVENTION
The programming portion of the convention is coming along. Most of the 60 programs are either fully developed or in some stage of development. Some of the “big names” speaking at the conference include Charlayne Hunter-Gault, Martin Fletcher, and Pulitzer-prize winners Tom Hallman and Brett Blackledge. The Opening Night Reception & Legal Defense Fund Auction will take place at the Hyatt. Current sponsors include: CNN, Cox Newspapers and United Business Media.

CHAPTER MATTERS
Upon proper motion and second by Tatum and Sylvester, the board approved the reinstatement of the Des Moines chapter; changed the chapter’s name to the Iowa Pro Chapter and declared the boundaries to be the entire state of Iowa.

TERMS OF USE/PRIVACY POLICY
The executive committee reviewed the revised document from Baker Hostetler for SPJ’s Web site and the group recommended some revisions. This item will carry over to the next board meeting.

BOARD TRAINING
The group brainstormed various funding options in order to provide training to new board members. The decision was made to provide training to new board on the Sunday of the convention. The first training session will be in Atlanta.

CINCINNATI PRO CHAPTER
The president of the Cincinnati Pro Chapter, Hagit Limor, provided an update on the chapter. According to Limor, the group addressed two challenges head on this year and has moved forward. The chapter’s membership has grown and recruitment has taken place to bring diversity to its board. The chapter has revitalized its programming efforts; launched an e-newsletter, Web site, MySpace page, and a blog; and the list goes on and on with all kinds of new and exciting endeavors undertaken by a great group of volunteers. The Executive Committee commended Limor and the chapter for its hard work.

CITIZEN JOURNALISM ACADEMY
The committee received a recap of the three programs held by SPJ. The programs took place in Chicago, Greensboro, and there is an upcoming program in Los Angeles with attendance ranging from 20 to 50 participants. Stories about SPJ’s CJA program was picked up by several news sources. Before going forward with more citizen journalism programs, the committee feels they need to make a definitive statement about bloggers.

The group recommended that to hold successful citjo programs, SPJ needs to seek out established news organizations who have staff responsible for citizen journalists and user-generated content and incorporate those newsrooms into the program.

BOARD NOMINATIONS
The chairwoman of the Nominations Committee, Christic Tatum, provided the slate of candidates as of June 21:

President-elect: Kevin Smith and Ron Sylvester
Secretary/Treasurer: Hagit Limor
Region 1 Director: Carolyn James
Region 4 Director: Jeremy Steele
Region 5 Director: Liz Hansen
Region 7 Director: Holly Edgell
Region 8 Director: Scott Cooper
Region 9 Director: John Easslin and Don Myer
Region 10 Director: Scott Maben
At-Large Director: Michael Koretzky
Campus Adviser At-Large: Sue Kopen Katcof

Tatum is continuing to work to identify potential candidates. As a result, there may be some additions to the slate.

2008-09 BUDGET
The budget that was presented to the board in May 2007 had a $17,000 deficit; the budget available for review at the Executive Committee has a small surplus. The change in the budget is the result of revenue generated through doing our Job Bank with Boxwood; an increase in professional development fees; and more accurate numbers for staffing. The next step for the budget is to review it with the finance committee and then the board.
SHIELD LAW UPDATE
Brewer informed the committee that the shield law is currently in flux, but it hasn't lost any ground, either. He is not sure that it will go to a vote as was originally planned. Baker Hostetler has been very helpful in this area and will continue to work closely with Cornyn as this unfolds.

AWARDS
DAVID L. ESHELMAN OUTSTANDING CAMPUS ADVISER AWARD
The David L. Eshelman Outstanding Campus Adviser Award honors individuals who have done an outstanding job serving as SPJ campus adviser and who have contributed to their chapters and the national organization over an extended period of time.

Upon proper motion and second by Eelkens and Smith, respectively, Kathleen Wickham, University of Mississippi, was awarded the David L. Eshelman Outstanding Campus Adviser Award.

DISTINGUISHED TEACHING IN JOURNALISM AWARD
The Distinguished Teaching in Journalism Award honors an outstanding journalism educator who has made a significant contribution to the profession and/or journalism education.

Upon proper motion and second by Smith and Lehrman, respectively, Lydia Chavez, University of California, Berkeley, was awarded the Distinguished Teaching in Journalism Award.

ETHICS IN JOURNALISM AWARD
The Ethics in Journalism Award honors reporters, editors or news organizations that distinguish themselves in performing an outstanding ethical manner as defined by the SPJ Code of Ethics.

Upon proper motion and second by Smith and Eelkens, respectively, Glen Mabie, WEAU-TV, Eau Claire, Wis., was awarded the Ethics in Journalism Award.

FELLOWS OF THE SOCIETY
The highest honor the Society bestows upon a journalist is awarded for extraordinary contributions to the profession. Nominations are open to members of the journalism profession.

Upon proper motion and second by Lehrman and Smith, respectively, Al Smith of Lexington, Ky., was made a 2008 Fellow of the Society.

Upon proper motion and second by Eelkens and Sylvester, respectively, Charlayne Hunter-Gault, National Public Radio, was made a 2008 Fellow of the Society.

Upon proper motion and second by Smith and Ralston, respectively, Tim Russert, MSNBC, was made a 2008 Fellow of the Society.

FIRST AMENDMENT AWARD
The First Amendment Award honors individuals and organizations for extraordinarily strong efforts to preserve and strengthen the First Amendment.

Upon proper motion and second by Smith and Eelkens, respectively, Toni Locy, formerly of USA Today, was awarded a First Amendment Award.

Upon proper motion and second by Sylvester and Eelkens, respectively, the Illinois First Amendment Center, was awarded a First Amendment Award.
HELEN THOMAS AWARD FOR LIFETIME ACHIEVEMENT
The Helen Thomas Award for Lifetime Achievement is presented to an individual or individuals for a lifetime of contribution and service to the journalism profession.

Upon proper motion and second by Lehrman and Smith, respectively, Caryl Rivers, Boston University, was awarded the 2008 Helen Thomas Award for Lifetime Achievement.

HOWARD S. DUBIN OUTSTANDING PRO MEMBER AWARD
The Howard S. Dubin Outstanding Pro Member Award salutes individual professional members who have made significant contributions to their SPJ chapter. One award may be presented to a member of a large chapter (75 or more members) and one from a smaller chapter (less than 75 members). Individuals must be nominated by their chapter's board of directors.

Upon proper motion and second by Smith and Aeikens, respectively, Richard Hendrickson of the Cleveland Pro Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award (large chapter).

Upon proper motion and second by Aeikens and Lehrman, respectively, Jean Ash of the East Tennessee Pro Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award (small chapter).

JULIE GALVAN OUTSTANDING GRADUATE IN JOURNALISM AWARD
At the close of the college year, each campus chapter of the Society selects one graduate in journalism who is outstanding in his/her class on the basis of character, service to the community, scholarship, proficiency in practical journalism and significant contributions to their SPJ chapter.

Upon proper motion and second by Ralston and Aeikens, respectively, Breanne Coats, Pacific Lutheran University, was named the 2008 Julie Galvan Outstanding Graduate in Journalism.

REGIONAL DIRECTOR OF THE YEAR AWARD
The Regional Director of the Year Award honors individuals serving as an SPJ regional director for outstanding service to their region and the national organization during the preceding year.

Upon proper motion and second Ann Augherton, Region 2 Director, was selected as the Regional Director of the Year.

SUNSHINE AWARDS
The Sunshine Award recognizes individuals and groups for making important contributions in the area of open government.

Upon proper motion and second by Aeikens and Ralston, respectively, Robert Faturechi, UCLA Daily Bruin, was awarded a Sunshine Award.

Upon proper motion and second by Lehrman and Sylvester, respectively, Teri Henning, Pennsylvania Newspaper Association General Counsel, was awarded a Sunshine Award.

Upon proper motion and second by Aeikens and Sylvester, respectively, Laurie Roberts, Arizona Republic, was awarded a Sunshine Award.
MINUTES APPROVED
Upon proper motion and second by Smith and Sylvester, respectively, the committee approved the minutes from its January 19, 2008 meeting.

WELLS KEY
The committee went into executive session to select the winner of the Wells Key.

MEETING ADJOURNED
Upon proper motion and second by Sylvester and Ralston, respectively, the meeting was adjourned at 2:50 p.m. on Saturday, June 21, 2008.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
NOVEMBER 12, 2008
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President-Elect Kevin Smith presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 2 p.m. on Wednesday, November 12, 2008, via a telephonic conference call originating in Indianapolis, Indiana.

ROLL CALL
In addition to Smith, the following were present: Secretary-Treasurer Hagit Limor; Vice President Campus Chapter Affairs Neil Ralston; Director-at-Large Bill McCloskey; Executive Director Terrence G. Harper; Associate Executive Directors Joe Skeel and Chris Vachon; Controller Jake Koenig; and Greenwalt Sponsel & Co. Representatives Amanda Meko and Jennifer McVey.

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 the Society of Professional Journalists; a letter to the board of directors of the Society of Professional Journalists; and the Society of Professional Journalists’ Audited Financial Statements for the fiscal year ended July 31, 2008.

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 Society’s statements of financial position, statements of activities, statements of cash flows and statement notes.

Koenig explained that the increase in printing costs is tied to the extra printing of The Journalist for newsstand sales.

The committee discussed the need for a bookkeeper manual as identified in the audit. It was decided that Greenwalt Sponsel & Co. would provide some examples to Koenig.

Audited Financial Statements Approved
Upon a proper motion and second by McCloskey and Limor, respectively, the Executive Committee approved the audited financial statements.

MEETING ADJOURNED
Smith declared the meeting adjourned at 2:32 p.m.
MEMORANDUM

DATE:   December 12, 2008
FROM:  Heather Porter, Professional Development Coordinator
SUBJ:  WELLS MEMORIAL KEY
FOR:   SPJ Executive Committee

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

Historically, the recipient of the Wells Key has been kept confidential until the announcement at the President's Installation Banquet. Typically, just the SPJ executive committee and a key staff member know who the recipient is.

I would like to propose that the selected recipient of the Wells Key be notified following their selection.

Prior knowledge of the honor will be beneficial to the recipient by allowing them to:

- Make travel and work arrangements to attend the convention, if they had not intended to come before finding out about the honor.
- Have adequate time to prepare remarks. Their speech could not only thank those that have helped them along the way and mention memories of their time with SPJ, but help to improve the quality of the banquet program and help market the society to the newcomers in the audience.
- Invite family and colleagues to the convention and/or banquet to share in receiving the honor.
- Supply photos, video, etc to the staff to help with their recognition at the banquet. Many times, headquarters does not have adequate/clear pictures of the recipients, or the ones we do, may not be ones someone would want shown on screen during the banquet.

A short survey of past recipients found most were in favor of the secrecy around the honor, but would have liked to have had family share in the event. At the very least, headquarters should be given permission to contact the person who nominated the individual, or their family, for all future Wells Memorial Key recipients. This contact would allow family to make travel arrangements if they wish to attend as a surprise and help to better recognize the recipient by obtaining videos/photos for the ceremony.

The purpose of this proposal is not to rewrite SPJ history by changing one of its major awards, but to better recognize the person who has received it.

Thank you for your consideration.
1. Did you know you had been named the recipient before the President's Installation Banquet? If yes, would you rather have been surprised?

1. Tell the recipient in advance. Why? Need to make travel plans and time off work. Also nice to get boss support and perhaps SPJ can solicit a boss donation to the cause. (Kyle Niederpruem)

2. I did not know and announced to the group I was leaving after breakfast that day. So hurriedly it was determined I should get the key at breakfast as I did. I was dumbfounded as I was a champion to the board of the belief past president was already had enough honors and should not be given the Wells Key. (Paul Davis)

3. I did not really know, but had a strong suspicion because several pals on the board wanted to "make sure" that I attended the Washington convention, which they had never done before – this happened after I had resigned from the foundation board. (Betsy Ashton)

4. I did not know. In the previous two years, I thought I might be honored, and I had an inkling at some point I would be selected, but in Sept 2001 I was surprised. Part of me wished I had known, to be more prepared; but I think the audience appreciate that the winner is caught off guard. (Steve Geimann)

5. No, it was a complete surprise. In hindsight, I should have picked up on certain clues, but I didn't. (Ian Marquand)

6. I did not. I've been involved in this selection many times, and it is the best kept secret that I know of. (Mac McKerral)

7. In the few minutes before the banquet it occurred to me that I might be getting the Wells Key. Why? My husband, who hates to go to banquets, had shown up at the convention with the paltry excuse that he had business in town and then with very little encouragement from me had agreed to go the banquet with me. It was just too easy to get him to go to something I know he normally would hate to go to. I was suspicious that something was up. But I then dismissed the idea and went on to the banquet. When they started the speech and I realized that they were talking about me, I took out a piece of paper and began making a list of people I wanted to thank and things I wanted to mention. I got so emotional during my speech that I stopped before I got to the end of my list and I forgot to thank my husband, who of course was the most important person I should have thanked. He still doesn't let me live that down. (Carolyn Carlson)

8. I absolutely didn't have a clue. In fact, I assumed, since I'd never held national office, except as a committee member, that I wasn't in the realm of those who MIGHT be considered. I think I was having a side chat with a colleague at my table, at the back of the banquet room, half aware of the Wells Key winner's bio. People, including my tablemates, began looking at me as the bio sounded more and more familiar -- journalists' access rights to prisoners, etc. (Peter Sussman)

9. I had a suspicion, but only because people had to go to great ends to make sure I attended the dinner. I think the surprise is a fun aspect of the award. (Sally Lehrman)

10. I did not know. (Bill McCloskey)

11. No, I didn't know. I think I'd prefer to be surprised. My wife knew, however -- or at least I think she did. (Fred Brown)

12. I had an idea because someone who was interviewed for the convention newspaper on the award told me about the interview. I was still surprised; didn't take anything for granted; tried to keep calm. (Georgiana Vines)
2. If it was a surprise, do you think the experience would have been better shared with family/friends? (Assuming, you would have invited them to attend to share in this moment with you).

   1. Yes, would be nice to share with family, friends and business colleagues prior to the event. Might also increase some attendance if recipient is local to convention (though probably pretty rare). (Kyle Neiderpruemer)

   2. It's a shame that we don't know in advance. I don't think it would spoil the honor, but rather, enhance it. I am sure that several other members of the Deadline Club board, who are dear friends, would have attended the convention had they known that I was to be honored. Also, more of my old pals from the Washington media might have come had they known about it. And I might have invited a family member or two. In addition, I might have prepared a more significant talk that would have improved the program and helped market the society to the newcomers. (Betsy Ashton)

   3. It would be very nice to have family and friends to share. My wife was at the dinner with me, although she doesn't make it to every convention. I think she knew, or had a strong hint; bringing other family to the convention should would a tip off to the winner that might spoil the event. (Steve Geimann)

   4. I was fortunate because my spouse was with me in New York. It made the moment that much more special. (Ian Marquand)

   5. For me, almost all my close friends are SPJers and usually at convention. I think my best friend would have attended had I known in advance. My sisters would have been iffy. My folks have passed. I would have asked my mentor, Merrill Bankeseter to be there too, but I am not sure he would have made it. (Mac McKerral)

   6. My mother was also there, as she often comes to convention with me, so I had present with me the two people I would have liked to have been there when I received the honor. Georgiana Vines, who presented me with my award, had called my husband and got him to come join me, for which I am grateful. So I was glad to have my family there. I think that was a good idea. (Carolyn Carlson)

   7. Yes, it would have been nice if my wife could have been alerted confidentially in advance, with enough time to fly there and enter the hall from a side door after the selection had been announced. Several nominees, including Lucy Dalglish, have had parents or spouses secretly informed, and I think it's added to the dramatic effect, not only for the winner but for the others in attendance. (The emotional power of that added surprise is why I remember Lucy's award moment today.) I was approached about one award winner in advance because my assistance was needed surreptitiously to assure that she didn't skip that dinner. I received permission to alert her husband confidentially, but it was too late for him to book a flight to attend the dinner. (Peter Sussman)

   8. In my case, there was an effort to try to get my husband there, but by that time, the notice was too short. It might have been a good idea to tell him, but not me, within a reasonable window for a plane ticket. (Sally Lehrman)

   9. Yes I do. My wife was contacted a few days before the convention and asked for some photos to be turned into a slide show. (The computer crashed before the slide show occurred, so we never saw it.) After months before declining my invitation to come to Atlanta with me (what would I do all day while you are in meetings?) she felt there was no way she could change her mind at the last minute. She was pissed, to put it mildly, to not be included. If you're going to
keep it a surprise, do something to facilitate surprise guests. (It worked for Ralph Edwards on "This Is Your Life" in the early days of TV. (Bill McCluskey)

10. If it's possible, it would be more of a treat -- or at least a surprise -- if SPJ could contact someone from the immediate family (such as a spouse) and then ask that person to spread the word -- to everyone but the honoree, of course. (Fred Brown)

11. When I was participating in the election process, we tried very hard to get family members of winners there. Sometimes it was still a surprise; sometimes it was not. It turns out a good friend of mine was interviewed for information on me and she tried to arrange for my daughter to come but she was unable to. Had I known that, I would have paid my daughter's expenses because money was a factor. My late husband was there because he was very supportive of me in my journalism and SPJ endeavors. (Georgiana Vines)

3. Do you think it would be beneficial to the recipient, and the Society, if the name of the recipient was released prior to the convention for recognition and marketing purposes?

1. Not sure about naming the recipient prior to convention. Since most of our awards, outside fellowships, seem to be internal and known only to our membership and direct circles, doubt this would be helpful unless it's a nationally recognizable person. Even then, it's a volunteer award for service -- not necessarily a general contribution to the profession. (Kyle Neiderpruem)

2. In general, I think we do a pretty poor job of most PR/marketing in advance of events to increase attendance outside our own circle. While this is our most prestigious award internally, it has little brand value outside the family. (Kyle Neiderpruem)

3. No. An alternative might be to announce the nominees when the nominations are submitted or assessed. (Steve Geimann)

4. Maybe I'm just a traditionalist, but the surprise element has always been an important part of the Wells Key. As far as marketing, I'm not sure the award has much significance outside of SPJ circles or the recipient's local area. In my case, the award was reported in the local newspaper (inside the B section) and in University of Montana media (I'm an alum). But as I recall, it went unreported in any other non-SPJ media, including my own broadcasting organization. (News station and corporate management just didn't care — since it had no relations to on-air product or commercial sales potential. It meant nothing to them). (Ian Marquand)

5. I do not think it would offer much more benefit. I think the key is making the announcement at a time when the most people will be there. As the convention stands now, that's a tough call. (Mac McKerral)

6. I'd hate to lose the surprise element to the Wells Key. It's what makes the banquet interesting to me every year. The rest of the banquet is predictable, but we never know who's getting the big award. We always speculate about it and look forward to it -- otherwise there's not a lot of incentive to attend the banquet and certainly not to stay til the end. I think if you announce the Wells Key winner ahead of time, you'd find the banquet emptying out after each award is given out and there'd be a pitiful few left by the time you got to the Wells Key and the new president's swearing in. I think it's the Wells Key surprise that keeps a lot of people there to the end. Maybe I'm wrong. Maybe it's just me. Anyway, I don't think it'd be worth the little bit of pre-convention marketing value you'd get from announcing it ahead of time -- this is inside baseball. Nobody outside the society
activists in the room really cares who gets the Wells Key, so why not tell them first who the winner is? (Carolyn Carlson)

7. No. Recognition and marketing can as easily occur after the dinner, as long as you have done your homework and put bio and everything else together in advance. (Peter Sussman)

8. Honestly, I think we treasure this award but it doesn't mean much outside of the society. (Sally Lehrman)

9. I doubt that my receipt of the award would have been a marketing ploy -- but I can see where some recipients could be an attractive reason to come to convention. (Bill McCloskey)

10. I don't see any real benefit to an early release. There isn't much of a market for Wells Key winners, anyway, as far as I can tell. (Fred Brown)

11. This is total honesty. I think it is very important to make a big deal about this award but I think afterward is fine. I am the only recipient, for the 20+ years of my association with SPJ/SDX, who did not get a special story/photo in the convention issue of the Quill. My award was buried in a long list of award winners. I was very disappointed. Greg Christopher was the executive director at the time and I mentioned this to him. (Complained is probably the more correct word.) He tried to rectify it by having a special story in a subsequent issue of the Quill on Wells Key winners, I was interviewed and my photograph used. But it was not in the convention issue with all the other news of the convention. You would have to ask someone like Julie Grimes why it was treated this way. I think a news release after the award is given is not too late to market the award and winner. (Georgiana Vines)

4. Is there any other feedback you'd like to offer on the award?

1. Make the key wearable....or turn it into a ring on something.......(Paul Davis)

2. What I really missed was something done a few years back- which was a fun but short (4-5 min?) video/slide presentation of the honoree's student and professional career and SPJ participation. I have tons of great old photos and tapes from my TV career plus SPJ antics that would have made an hysterical intro. It was a huge opportunity lost. (Betsy Ashton)

3. Perhaps there could be a nice ‘announcement’ available after the dinner, that would have a short bio of the honoree with photos, etc. It would be ambitious, since the handout would require more people to be ‘in’ on the winner. (Steve Geimann)

4. Make no mistake—I wear my Wells Key with pride at SPJ events and even at other Montana journalism events. I also wore it at a couple of public events in which I acted as emcee. 99% of the people who see it have no idea what it is or what it represents. The Wells Key's is an internal award so we shouldn't be surprised if it has little cachet outside our organization. (Ian Marquand)

5. I think people underestimate what a significant award it is, inside and outside SPJ. I was humbled by it and thought others were/are more deserving. Some of the others are part of the club now. Some are not. (Mac McKerral)

6. It was a thrill of a lifetime, and I do wish I'd been able to share it with my wife, but otherwise the secrecy and drama of the presentation are just about right. Both the secrecy and the drama enhance the value of the award itself, putting an aura around it that it might not otherwise have. (Peter Sussman)

7. I treasure it, and I think we should always make sure that it's truly an honor. Thanks for asking. (Sally Lehrman)
December 22, 2008

To: SPJ Executive Committee
From: SPJ Ethics Committee
Re: Becker discussion

Ross Becker, a journalist from Utah, recently wrote to Terry Harper, concerned about how financial strain is putting pressure on journalists to compromise their ethics.

He gave as an example a reporter assigned to cover a charity that was rebuilding a house for a needy family. However, the reporter learned at the scene that his TV station's sales division had "sold" the project to a check-cashing business, which had to be shown three times in the story. A PR rep had to appear twice.

The news manager told the reporter, "It's a new day. Get used to it."

Dave Aeikens asked the Ethics Committee to consider how SPJ can react to the industrywide ethical gaps represented in this example.

Of course, if we knew more details about this situation, we could speak out against the unethical mix of advertising and news.

Committee members also thought of some bigger-picture ideas.

Among a few suggestions, here is the one we recommend: Joining with RTNDA to create a fresh review and set of guidelines on the lines between news and advertising.

This could be a simple, proactive way to lift ethical standards. Young journalists, especially, might not be getting the direction they need in thinking through the ethical impacts of the practices in their profession. They might think that only FCC rules should dictate what they do.

Several months ago, RTNDA was willing to work with SPJ and the Association of Health Care Journalists on a statement condemning egregious sponsorship practices, although we hit a snag because of some philosophical differences, so SPJ and ACHJ moved ahead on our own.

However, there definitely was some common ground during that brief collaboration that could let us craft something meaningful. RTNDA is bringing in new leadership, too, which could mean new thoughts. It's worth exploring.

We don't have a detailed concept for this plan. One possibility to bring it to life is to include a little journalism in it - talking to several TV stations across the country about economic pressures they face and how it could lead to corners being cut and an easing up on standards.
The topic also is good fodder for a 2009 convention session. Payola and plugola have been around for a long time; this is but one recent example. It has been massaged into "sponsorship" - especially for healthcare coverage deals between TV news stations and their local hospitals. Our most recent ethics award was given to a news director who quit his job rather than go along with this trend.

I included these ideas in a 2009 session proposal I submitted a few days ago.

Ethics Committee members also suggested a survey looking at the state of the media and its credibility in the public eye, focusing on new media trends. Other journalism organizations could be partners.

If we more concretely show the risks and where we're headed, it could wake up some slumbering sensibilities within the industry.

Finally, we can add a case study or section on the Becker/healthcare examples in the SPJ ethics textbook revision that is in the works.

Andy Schotz
chairman
SPJ Ethics Committee
Society of Professional Journalists
2009 Spring Conference Schedule (by date)

March 20-21
Region 8
Fort Worth, Texas @ TBD

March 27-28
Region 6
Bloomington, Minn. @ Holiday Inn Select

March 28
Region 2
Washington, D.C. @ George Washington University

April 3-4
Region 3
Hollywood, Fla. @ Dave & Buster's

April 3-4
Region 4
Columbus, Ohio @ TBD

April 3-4
Region 5
Indianapolis, Ind. @ Athenaeum Foundation

April 3-4
Region 9
Salt Lake City, Utah @ University of Utah

April 3-4
Region 12
Little Rock, Ark. @ TBD

April 3-5
Region 11
Tempe, Ariz. @ Arizona State University

April 24-25
Region 1
Philadelphia, Pa. @ Temple University

April 24-25
Region 7
St. Louis, Mo. @ Crowne Plaza Hotel – Clayton

April 24-25
Region 10
Missoula, Mont. @ University of Montana
December 12, 2008

TO: Dave Aeikens, SPJ president

FROM: Lauren Bartlett, SPJ Public Outreach Committee vice chair  
Mark Scarp, SPJ Public Outreach Committee member

RE: Recommended opportunities to celebrate SPJ’s centennial

Our subcommittee was given the task of developing recommendations of ways both national and local chapters can celebrate and promote SPJ’s centennial. We request that Executive Committee consider the following proposals:

- Ask all of the SPJ Fellows to write op-eds about the importance of journalism and SPJ’s role with FOI, ethics and other important issues, especially now with all of the changes in the profession. The committee could draft a letter for headquarters staff to send to the honorees. We then could ask our members who work in opinion sections of newspapers (for example, Robert Leger at the Arizona Republic and Jim Newton at the Los Angeles Times) to help with placing the opinion pieces, as well as using Vocus to target editorial page editors.

- Send letters directly to chapter presidents to ask them to promote SPJ’s 100th anniversary at their big chapter event of the year. This would reinforce the message the centennial committee sent to regional directors.

- Expand SPJ’s merchandise — such as include sweatshirts, T-shirts and mugs — to include items with SPJ’s centennial logo. Also make sweatshirts with the Greek Sigma Delta Chi letters, and market those to our college members.

- Suggest chapters hold town halls focused on the changing role of the media and emphasize the important role the media plays in a free society.

- Suggest chapters hold a reverse news conference. SPJ invites newsmakers to ask questions of a panel of journalists who cover them. Questions are a variation of, “Why did you publish/broadcast that about me?” but the answers should be enlightening.

- Suggest chapters expand their distribution list for their monthly letters (most of them are electronic now) to send to newsrooms, not just SPJ members. We believe it is important to tell people about our events and activities.

Until a budget is established for the Public Outreach Committee, which we hope will occur next year, we can’t go much beyond these proposals.

Thank you for your consideration.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
APRIL 18, 2009
THE WALDEN INN
GREENCASTLE, INDIANA

1. Call to Order – Aeikens

2. Roll Call – Limor
   a. Aeikens
   b. K. Smith
   c. Limor
   d. Ralston
   e. Brewer
   f. Kopen-Katcef
   g. Loop
   h. Koretzky
   i. McCloskey
   j. Arias
   k. Riley
   l. Turnelle
   m. Augherton
   n. Lunsford
   o. Steele
   p. Hansen
   q. Govier
   r. Edgell
   s. Cooper
   t. Ensslin
   u. Maben
   v. S. Smith
   w. Albarado

3. Approval of Board Meeting Minutes – Aeikens
   a. September 3, 2008 [Page 1]
   b. September 7, 2008 [Page 5]

4. Chapter Action – Aeikens [Page 10]
   a. Angelo State University Campus Chapter
   b. Butler University Campus Chapter
   c. Harding University Campus Chapter
   d. Northern Kentucky University Campus Chapter
   e. Western Michigan University Campus Chapter

5. Report of the SPJ President – Aeikens


7. Staff Report – Harper [Page 44]


9. Executive Director Evaluation (closed session) – Aeikens

10. Review and Adoption of the SPJ Budget for the fiscal year ending July 31, 2010. [Page 57]

11. Action/Discussion Items
    a. Annual reports/Star Ranking System – Harper [Page 71]
b. Discussion/Staff Recommendation regarding transitional/hardship memberships – Skeel [Page 74]
c. 2010 Convention – Staff/Board [Page 77]
d. 2011 Convention/Mega Conference – Aeikens [Page 79]
e. LDF request – First Amendment Coalition of Arizona ($1,500) [Page 81]
f. Fairness Doctrine – Brewer
g. Federal Shield Law - Brewer
h. Digital Media Committee Charter – Marcano
i. Update from Outside Grants Committee – K. Smith [Page 84]
j. Public Outreach Committee Branding Statement – Bellmont [Page 86]

12. Report from Regional Director meeting – Lunsford

13. Old/New Business

b. State of the Craft Committee – Maben

14. Strategic Plan – small group work – Vachon

15. Regional Director and Committee Reports: For information only – no action required

a. Region 6 report – Govier [Page 89]
b. ACEJMC – Geimann [Page 91]
c. Diversity – Vongs [Page 93]
d. Freedom of Information – Cuillier [Page 95]
e. Ethics – Schott [Page 99]
f. Freelance – Green [Page 102]
g. International Journalism – Nicholson [Page 103]
h. Journalism Education – Daniels [Page 105]
i. Legal Defense Fund – Kay [Page 107]
j. Membership – Houtari [Page 111]
k. Professional Development – Wenger [Page 114]
l. Digital Media – Marcano [Page 116]
m. Awards and Honors – Frizzi [Page 117]
n. Public Outreach – Bellmont [Page 118]

16. Adjournment
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPTEMBER 3, 2008
ATLANTA, GEORGIA

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 9:10 a.m. on Wednesday, September 3, 2008, at the Hyatt Regency Atlanta.

ROLL CALL
In addition to Brewer, the following were present: President-Elect Dave Aeikens; Secretary-Treasurer Kevin Smith; Vice President for Campus Chapter Affairs Neil Ralston; Directors at-Large Sally Lehrman and Bill McCloskey; Campus Advisers at-Large Sue Kopen Katcef and Mead Loop; Student Representatives Taylor Rausch and Melissa Patterson; Regional Directors Ann Aughterton, Darcie Lunsford, Jeremy Steele, Liz Hansen, Gordon Govier, Ron Sylvester, Travis Poling, Scott Maben, Sonya Smith and Sonny Albarado.

Staff members present for the meeting were Executive Director Terry Harper and Associate Executive Directors Chris Vachon and Joe Skeel.

Others in attendance were: Steve Geimann, Fred Brown, Irwin Gratz and Andy Schotz.

MEETING MINUTES APPROVED
Upon proper motion and second by Loop and Sylvester, respectively, the board approved the minutes from the following board of directors meetings:

- May 3, 2008
- May 28, 2008
- July 29, 2008

CHAPTER MATTERS
Upon proper motion and second by Sylvester and Steele, respectively, the board approved the following items:

- An application for provisional status of the Wilkes University Chapter;
- An application for provisional status of the Alabama Pro Chapter;
- The Terms of Use/Privacy Policy for the SPJ Web site.

PRESIDENT'S REPORT
Brewer reported that he and President-elect Aeikens had positive newsroom visits during their time in Atlanta; specifically with The Atlanta Journal-Constitution and Georgia Public Broadcasting to name a few.

Brewer was pleased to inform the board that SPJ has continued to do good work with its shield law efforts and he recognized Laurie Babinski, Baker Hostetler, for all her help to the Society.
To keep the momentum going, a Government Relations committee has been formed and Brewer will serve as the chair after his term as president ends.

Finally, Brewer thanked the board for their time and talent throughout the last year. He enjoyed his term and thanked all for their support.

**2010 Convention**

In examining availability for New York in 2010, Harper found that there is no time of year when we will able to get a group rate of less than $200/night. The timing of the convention in August and early September poses conflicts for students and educators. The late September and October dates translate into higher room rates due to peak season in most places. As a result, the staff requests board guidance on convention timing and location for 2010.

Upon proper motion and second by Aeikens and McCloskey, respectively, the board voted to eliminate New York City as its desired city for the 2010 convention and requests a proposal for possible 2010 locations by April 2009.

The motion was amended by Aeikens and McCloskey to eliminate the April 2009 due date. Instead information will be brought to the board as soon as it is prepared.

**Strategic Plan**

Joe Skeel reviewed the accomplishments of the 2007-08 goals of the strategic plan. Some of those accomplishments include the development, and subsequent funding for, of a Town Hall program that will be rolled out in spring 2009. In addition, much work occurred this year by the FOI committee with the Web site and with Sunshine Week. Finally, an assessment was completed by the staff of the Society’s database management system, iMIS, and as a result, a proposal is being presented to the board with recommendations for upgrades to the database.

Skeel then provided an overview of the 2008-09 goals in order for the Society to continue to stay on track with the overall strategic plan. The 2008-09 goals were developed from small group work conducted at the May 2008 board meeting.

Upon proper motion and second by McCloskey and Aeikens, respectively, the board voted to accept the 2008-09 strategic plan goals.

A friendly amendment was proposed by Lehrman to include sections 2E and 4A from Inclusiveness section of the Master Document into the 2008-09 goals.

Section 2E reads:

Ensure that diverse individuals see themselves reflected at www.spj.org

Section 4A reads:

Incorporate diversity in all SPJ training and professional development

Aeikens withdrew his second from the initial motion.

Lehrman then seconded the amended motion.
Upon proper motion and second by McCloskey and Lehrman, respectively, the board voted to accept the 2008-09 strategic plan goals.

**IMIS ASSOCIATION MANAGEMENT DATABASE UPGRADE PROPOSAL**
Skeel provided information to the board about the need for SPJ to upgrade its current database management system. The upgrade will provide real-time action to members; redirect staff resources; and allow for future updates that would improve members' connection to spj.org.

The estimated cost for the upgrade – including all hardware – is estimated at $39,000-$50,000. Allowing 10 percent for cost overruns, it is being requested that up to $55,000 be authorized to complete the project. This is considered an asset purchase so would not impact the Society’s profit and loss statement. The funds to pay for the upgrade would come from SPJ’s reserves, currently at $375,000.

Upon proper motion and second by Ralston and Steele, respectively, the board approved the database upgrade proposal.

**AWARDS & HONORS COMMITTEE**
The Awards & Honors Committee submitted recommendations, for the board’s review, for changes to the SDX Awards and the Mark of Excellence Awards programs.

Upon proper motion and second by McCloskey and Rausch, respectively, the board approved the following changes to the Mark of Excellence Awards program:
- Adding wording to define a classroom exercise
- Restrict the amount of entries in the magazine category to one issue and one entry per magazine

Upon proper motion and second by Kopen Katec and Hansen, respectively, the board approved the following changes to the Sigma Delta Chi Awards program:
- Supporting material: Limit the amount of supporting material with each entry to no more than 10 pages.
- Public service categories: Limit the entry to a single article or a series of no more than five articles
- Photography Features & Sports Photography: Limit the entry to a single photo or a series of no more than three photos.
- Broadcast entry running time restrictions: Apply a maximum running time on entries.
- Defining breaks in broadcast entries: Add wording to clearly define how segment/edits should be identified.
- Online entries: Add wording “Entry should not include printouts of material that is readily available online.”
- Television categories: Reconfigure the categories to be more in line with the categories for RTNDA’s awards program.

Upon proper motion and second by Kopen Katec and Sylvester, respectively, the board approved the incorporation of the New America Award into the Sigma Delta Chi Awards
program. The award's criteria will remain the same with the exclusion of the collaboration requirement.

**STUDENT PROJECT UPDATE**
Student representatives, Taylor Rausch and Melissa Patterson, reported that their projects are nearing the homestretch. Letters have been drafted for the projects -- one that will seek to start SPJ chapters at all accredited journalism schools and the other that will seek to have all accredited schools adopts SPJ's Campus Media Statement.

**NEW BUSINESS**
After completing the review process of the annual reports and the chapter awards nomination process, Lehrman felt that the cut off between large and small chapters, which currently stands at 70 members, should be adjusted.

Upon proper motion and second by Lehrman and McCloskey, respectively, they would like to propose that the definition of a large and small chapter be changed from the cut off of 75 to 60 members.

The motion was tabled by Maben and Sue Kopen Katcelf, respectively, for the Sunday board meeting in order for the Regional Directors to discuss this at their regional meetings scheduled for Friday, Sept. 5.

**ADJOURNMENT**
A motion was made by Sue Kopen Katcelf and Neil Ralston to adjourn the meeting at 4:15 p.m.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
SEPTEMBER 7, 2008
ATLANTA, GEORGIA

MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:05 a.m. on Sunday, September 7, 2008, at the Hyatt Regency Atlanta.

ROLL CALL
In addition to Aeikens, the following were present: President-Elect Kevin Smith; Secretary-Treasurer Hagit Limor; Vice President for Campus Chapter Affairs Neil Ralston; Directors at-Large Michael Koretzky and Bill McCloskey; Campus Advisers at-Large Sue Kopen Katcef and Mead Loop; Student Representatives Erin Riley and America Arias; Regional Directors Luther Turmelle, Ann Augherton, Darcie Lunsford, Jeremy Steele, Liz Hansen, Gordon Govier, Holly Edgell, Scott Cooper, John Ensslin, Scott Maben, Sonya Smith and Sonny Albarado.

Staff members present for the meeting were Executive Director Terry Harper and Associate Executive Directors Chris Vachon and Joe Skeel.

Others in attendance were SDX Foundation President Steve Geimmann and FOI Committee Chairman Dave Cuillier.

EXECUTIVE COMMITTEE ELECTIONS
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.

Aeikens opened the floor to nominations for the two at-large seats on the executive committee.

Upon proper motion and second by Steele and Albarado, respectively, McCloskey and Lunsford were nominated to serve on the Executive Committee.

There being no further nominations, Sue Kopen Katcef and Ann Augherton, respectively, made a motion and second to close nominations. That motion carried and McCloskey and Lunsford were unanimously elected to serve on the executive committee.

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. Aeikens announced the following one-year appointments to the Sigma Delta Chi Foundation board of directors: Brewer, Smith, Limor, Ralston, Augherton, Kopen Katcef, Lunsford and Aeikens.

Upon proper motion and second by Smith and McCloskey, respectively, the above named SPJ board members are appointed to the Sigma Delta Chi Foundation Board.

Aeikens 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

One office will be elected to a two year term:
- President Steve Geimann

Foundation directors elected to three-year terms, expiring in 2011, were:
- Fred Brown
- Jay Evensen
- Jane Kirtley
- Sally Lehrman
- Dori Maynard
- Mac McKerral
- Sue Porter

Upon proper motion and second by Loop and Ralston, respectively, the board ratified the election of the officers and directors to the Sigma Delta Chi Foundation Board.

COMMITTEE CHAIR APPOINTMENTS
President Aeikens presented to the board his recommendations for committees and their chairs for the upcoming year. Aeikens requested that the board approve the creation of two new committees and the elimination of one committee. He has created a Government Relations committee which will lead the way as we work to pass a federal shield law and keep track of other legislation. The second new committee, the Digital Media committee, will advise the board and staff on how SPJ can stay on the forefront of the changing industry. The Project Watchdog committee is being eliminated.

The committees and their chairs for 2008-09 are as follows:
- **Awards**
  Chair: Ginny Frizzy
  Vice Chair: Bruce Cadwallader
- **Bylaws**
  Chair: Robert Becker
- **Convention Programming**
  Chair: Molly McDonough
- **Digital Media**
  Chair: Ray Marcano
  Vice Chair: Ron Sylvester
- **Diversity**
  Chair: Pueng Vongs
  Vice Chair: Linda Jue
- **Ethics**
  Chair: Andy Schotz
  Vice Chair: Fred Brown
- **FOI**
  Chair: David Cuillier
  Vice Chair: Joe Adams
- **Freelance:**
  Chair: Amy Green
  Vice Chair: Stephenie Overman
• Gen J
  Chair: Rebecca Neal
  Vice Chair: Aiesha Little

• Government Relations
  Chair: Clint Brewer
  Vice Chair: Steve Taylor

• Journalism Education
  Chair: George Daniels
  Vice Chair: Mead Loop

• International
  Chair: June Nicholson
  Vice Chair: Ricardo Sandoval

• Legal Defense Fund
  Chair: Julie Kay
  Vice Chair: Holly Fisher

• Membership
  Chair: John Huotari
  Vice Chair: Ellen Mrja

• Professional Development
  Chair: Deb Wenger
  Vice Chair: Kara Sassone

• Public Outreach:
  Chair: Brian Bellmont
  Vice Chair: Lauren Bartlett

• Resolutions:
  Chair: Al Cross

FINANCE COMMITTEE APPOINTMENTS
The Finance Committee is comprised of the President, the 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. President Aeikens recommends Bill McCloskey and Scott Maben to the committee.

Upon proper motion and second by Loop and Kopen Katcev, respectively, the board ratified the appointment of McCloskey and Maben to the Finance Committee.

HISTORIC SITES IN JOURNALISM
President Aeikens shared with the board a nomination for the Historic Site in Journalism Award presented each year to an individual, news organization or place of national historic interest. This year’s nomination is for Hubbard Broadcasting, St. Paul, Minn. Hubbard Broadcasting was started in 1923 and has been a pioneer in radio and television. They are one of the few large family-owned broadcasting still operating in the U.S.

Upon proper motion and second by Brewer and Govier, respectively, the board selected Hubbard Broadcasting as the recipient of this year’s Historic Site in Journalism Award.

CITIZEN JOURNALISM ACADEMY
A memo from past president Christie Tatum provided information to the board about SPJ’s Citizen Journalism Academy program. In the memo, Tatum makes recommendations on ways to improve future
programs, such as with regional training faculty and marketing strategies. She highly encourages SPJ to continue to provide these training programs.

In addition, Tatum is asking for the board to endorse hosting one more program in Denver with the grant money that has not been spent.

Upon proper motion and second by Brewer and Kopen Katcef, respectively, the board approved one more CJA program to be conducted with the site to be selected by the staff.

Upon proper motion and second by McCloskey and Kopen Katcef, respectively, the board requested that the staff seek outside funding to host more CJA programs during the 2008-09 fiscal year.

**SPRING CONFERENCE SCHEDULE**
Regional Directors were asked to supply the board with dates and places for their respective Spring Conference and the information is as follows:

**REGION 1:** APRIL 24-25, PHILADELPHIA  
**REGION 2:** TBA  
**REGION 3:** APRIL 3-4, FT. LAUDERDALE  
**REGION 4:** TBA, COLUMBUS, OHIO  
**REGION 5:** APRIL 3-4, INDIANAPOLIS  
**REGION 6:** MARCH 28-29, TBA  
**REGION 7:** TBA, ST. LOUIS  
**REGION 8:** TBA, FT. WORTH  
**REGION 9:** TBA, SALT LAKE CITY  
**REGION 10:** APRIL 17-18, MISSOULA, MONT.  
**REGION 11:** APRIL 3-4, PHOENIX  
**REGION 12:** APRIL 3-4, LITTLE ROCK, ARK.

**OLD BUSINESS**
Upon proper motion and second by McCloskey and Lunsford, respectively, the board approved taking the discussion topic of the threshold for determination of large and small chapter definition off the table from the September 3, 2008 meeting.

The Regional Directors discussed this with the chapter leaders at their regional meetings and then met as a Regional Director group and determined that it is not necessary to change the threshold from 75 to 60 to define a large and small chapter.

Upon proper motion and second by Lunsford and Maben, respectively, the board did not approve the motion to change the threshold from 75 to 60 to define large and small chapters.

**REPORT FROM REGIONAL DIRECTORS**
The Regional Directors discussed the future of annual reports and they do not support the elimination of the reports, instead they recommend revision of the star system.

The Regional Directors asked that consideration be given to moving the Wednesday board meeting at the convention to Thursday to allow for a little more time in the office before traveling to the convention city.
Finally, the Regional Directors wanted to suggest that, when possible, increasing stipends would be helpful especially in the area of getting younger member involved in the board.

**BOARD ORIENTATION**
Laurie Babinski, Baker Hostetler, conducted an orientation session for the board of directors where she reviewed their responsibilities and duties of being a member of the national board of directors for the Society.

**NEW BUSINESS**
Based on the suggestion from the Regional Directors, a proper motion and second by Brewer and Kopen Katecf, respectively, was made to move the Wednesday convention board meeting to Thursday of the convention.

**ADJOURNMENT**
A motion was made by Smith and Ralston to adjourn the meeting at 10:30 a.m.
Application for Campus Chapter

Society of Professional Journalists
Angelo State University, member Texas Tech University System

Submitted by:
Cathy Johnson, Ph.D
Associate Professor of Journalism
Department of Communication, Drama and Journalism
and
Leah Cooper
Student Representative

Angelo State University
ASU Station # 10895
San Angelo, TX 76909
325-942-2031

cathy.johnson@angelo.edu
lcooper1@angelo.edu
SPJ Student Member Information

1. Leah Cooper, President. ASU Station #10408, San Angelo, TX 76909, 972-822-6950

2. Lara Johnson, Vice President. 3130 W. Beauregard Ave. Apt # 17, San Angelo, TX 76904, 214-709-7981

3. Victoria Petrie, Secretary. 4112 Loop 306 #1808, San Angelo, TX 76904, 325-716-8941

4. Sun Cha, Treasurer. 1327 State Street, San Angelo, TX 76905, 325-650-5816

5. Dana Murphy, acting officer. 1710 Pecos Street, San Angelo, TX 76901, 817-602-2572

6. Brian Carroll, member. ASU Station #8555, San Angelo, TX 76909, 214-529-0199

7. Kendall Brawner, member. ASU Station #9299, San Angelo, TX 76909, 281-732-0086

8. Selena Hernandez, member. 2419 Greenwood Street, San Angelo, TX 76901, 325-212-8467


10. Brian Kendall, member. 2901 Sunset Dr. San Angelo, TX 76904, 325-942-2130
SPJ Faculty Members

Dr. Cathy Johnson, associate professor of Journalism and Ram Page adviser
Ph.D. University of North Texas
M.A. Assemblies of God Theological Seminary
B.A. Southwestern University
Classes

Tina Doyle, instructor of Journalism and University Photographer
M.A., Sam Houston State University
B.A., Angelo State University
Teaching Areas: Black & White Photography, Color Photography, Digital Imaging
Classes
Jour 2321 - Photography, Jour 3322 - Advanced Photography, Jour 4322 - Combining Film & Digital Imaging, Jour/Comm - 4325 Digital Imaging

Dr. June Smith, professor of Communication and head of the Communication, Drama and Journalism Department
Ph.D., University of Texas at Austin
M.A., Texas Tech University
B.A., Angelo State University
Specialization: Interpersonal and Organizational Communication
Classes

Dr. Jeff Boone, associate professor of Journalism
Ph.D. University of Tennessee - Knoxville
M.A. Texas Tech University
B.S. Murray State University
Classes:
Description of Angelo State University, member Texas Tech University System

Angelo State University is a dynamic institution of higher education long recognized for its strong academic programs, technological sophistication and nurturing environment, which helps all students—including many first-generation college attendees—attain their full potential. Located in San Angelo, Texas south of Abilene, ASU nationally ranked 85th in endowment per student and 407th in the market value of endowment assets, according to the National Association of College and University Business Officers. ASU has a student acceptance rate of 55 percent for medical school, compared to the statewide average of 35 percent. ASU was the first university in Texas to offer a degree in computer science.

As home to the Texas State Data Center, ASU houses one of the most sophisticated computers in the state and through a contract with IBM provides backup and storage for many of the electronic records of the State of Texas. Only a handful of schools have ever sent both their softball and baseball teams to the College World Series in the same year. ASU accomplished this feat in 2007. In 2004 the Rambelles won the NCAA Division II National Championship in softball. With international studies programs in Germany, Russia, France, Scotland, Costa Rica and Mexico, Angelo State continues an international studies program that began with the Institution's first offerings in 1948 in Chihuahua, Mexico.

The Communication, Drama and Journalism Department is an active and growing avenue through which students can access and prepare themselves for life-long careers. In relation to the field of journalism, the department offers internships in Radio/Television - Broadcasting; Print - Writing, Editing, Photography, Graphics and design, Desktop Publishing; Advertising/Public Relations - Advertisement, PR campaigns; Interpersonal - Personnel work, counseling, the ministry, or any career involving a work with individuals and groups; Corporate - Training, Interviewing, Consulting; Technical Theatre - Directing, Lighting and sound design, makeup; Teacher Certification - Communication education, Drama education, or Journalism education. The following is a list of the journalism courses offered at ASU:

1311 Writing for Mass Media (3-0). The fundamentals of purpose, context, voice, techniques, and structure for effective written and broadcast communication.

1361 Introduction to Radio-Television (3-0). A survey of the radio/tv cable industry in America including programming, regulations, technology and history.

2305 Media Literacy (3-0). An analysis of media and its impact on society. Emphasis is on understanding the cultural, political, economic and social impact of media in the United States and the world.

2311 Reporting Principles (3-0). Advanced elements of writing for mass media, including audience analysis, news evaluation, fact gathering, and information dissemination. Emphasis on techniques and procedures of writing for student publications or programs.
Prerequisite: JOUR 1311.

2321 Photography (2-2). An introductory course in operating a 35mm camera and developing and printing black and white film.

2344 Graphics, Layout, and Design (3-0). Creative and fundamental aspects of graphics, typography, layout, design, and production of printed communication. Emphasis on both the theoretical and practical principles of design.
Journalistic Endeavors at Angelo State University, member Texas Tech University System

**RAM PAGE**
The RAM PAGE, a consistent winner in annual competition sponsored by the Texas Intercollegiate Press Association, is distributed weekly without charge. Ram Page is also available online at asurampage.com. The ASU campus is the major area of focus for the paper with articles, columns, and editorials devoted to covering and commenting on the happenings at Angelo State. Editorials in the RAM PAGE are written to reflect the staff's views on campus matters. Reactions by ASU students to articles, campus events, and other matters of interest may be submitted to the editor for consideration for publication in the "Letters to the Editor" column. The Ram Page is also a member of the Associated Collegiate Press.

**Ram Radio/Ram TV**
Ram TV's weekly program "Access ASU" is produced by ASU students, giving them a hands-on approach that trains them for jobs of tomorrow. The students produce, shoot, edit and air on a local public access cable channel all episodes themselves, making "Access ASU" a complete student project.

Ram Radio is an online station produced and maintained by Angelo State University students with a faculty adviser. The station hosts varied-interest shows, such as "Technology Talk." Though some news is featured on Ram Radio, the station's format is mostly music.

**OASIS**
OASIS, the University literary magazine, serves as an educational laboratory for students by providing practical training in magazine and related professional publications. The goals for the publication include the development of professional writing techniques, the ability to work with others, a sense of good citizenship, and an awareness of professional obligation and responsibility which accompanies the publication of a University literary magazine. The general supervision of the literary magazine rests with an Editorial Board which operates under authority granted by the President of the University. The seven member board consists of three faculty members, one academic department head, one academic dean appointed annually by the President of the University, and two students appointed annually by the Dean of Student Life. Students interested in learning more about the literary magazine may do so by contacting the Department of English.
Application for Campus Chapter
Society of Professional Journalists

Butler University

Submitted by:

Nancy Whitmore, Ph.D.
Director, Eugene S. Pulliam School of Journalism
Butler University
218 Fairbanks Center
4600 Sunset Ave.
Indianapolis, IN 46208
(317) 940-8350
nwhitmor@butler.edu
March 23, 2009

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

Dear Board Members:

As Region 5 Director, I am writing in support of the application from Butler University to establish an SPJ chapter on that campus. Based on my correspondence with Alyson Ahrns, the student who has led the efforts to bring SPJ back to Butler, I have no doubt the chapter will succeed.

I'm very pleased to have another active campus chapter in Region 5 and will do whatever I can to support the efforts of the chapter's members and advisor. I'm looking forward to working with them.

Sincerely,

Liz Hansen
SPJ Region 5 Director
859-622-1488
liz.hansen@eku.edu
SPJ Student Member Information

Alyson Ahms, 5062 Loretta Lane, Minster, OH 45865; (419) 733-9245

Melody Austin, 5049 Boulevard Place, Indianapolis, IN 46208; (504) 810-7575

Meg Biallas, 148 Ainslie Drive, Westmont, IL 60558; (630) 915-1508

Tessa Boeing, 3229 Harvest Avenue, Cincinnati, OH 45213; (513) 379-3180

Jillian Dearn, 475 Jeremy Drive, Bourbonnais, IL 60914; (815) 592-3915

Robert Herman, 852 W. 43rd Street, Indianapolis, IN 46208; (219) 308-0783

Stefanie Patterson, 2609 Elmwood Avenue, Lafayette, IN 47904; (765) 418-8063

Jennifer Pignolet, 498 Sandhurst Drive, Highland Heights, OH 44143; (440) 773-1388

Matt Vachlon, 426 Colfax Avenue, Clarendon Hills, IL 60514; (630) 991-6708

Paige Chapman

Monica Freeman
SPJ Faculty Members

Nancy Whitmore, director and associate professor of the Eugene S. Pulliam School of Journalism, advisor to both student chapter of SPJ and student online newspaper, Dawgnet, and teaches several journalism classes within the journalism school.

Kwadwo Anokwa, professor of journalism in the Eugene S. Pulliam School of Journalism. Expertise in news editorial and international communication.

Margaretha Geertsema, assistant professor in the Eugene S. Pulliam School of Journalism. Expertise in international communication, gender and news writing.
Journalistic Endeavors at Butler University

The Butler Collegian - Student Newspaper

The Collegian serves as a watchdog and voice for Butler students. It is a student-run publication published weekly on Wednesday with a controlled circulation of 3,000.

Dawgnet - Online News Source

Dawgnet is a student-run online news source for the Butler community that incorporates interactive components supplied by the media arts department.

BTV - Student News Station

BTV is a student-run news program completed in educational sections for MDA 304, Producing Television News. Students anchor, produce and direct the newscasts, which are then posted on the BUMediaArts page of www.youtube.com.

Adrenaline - Advertising Club

Adrenaline introduces students to the world of advertising and provides them with opportunities to gain experience in the field.

The Drift - Butler University's Yearbook

The Drift publishes annually and serves as a compilation of the academic year's events and accomplishments.

Manuscripts - Literary Magazine

Manuscripts is produced semi-annually and is an award-winning literary magazine compiled from the works of Butler students.
Description of Butler University

Butler University, founded in 1855 by attorney and abolitionist Ovid Butler, occupies 290 acres in Indianapolis' Butler—Tarkington neighborhood. The university emphasizes a liberal arts-based education with the goal of teaching clear and effective communication, appreciation of beauty and a commitment to lifelong learning, community service and global awareness. Butler offers more than 60 majors and the job placement rate has averaged 96 percent over the past five years – 100 percent in education and pharmacy.

The journalism curriculum at Butler University includes both the Eugene S. Pulliam School of Journalism and the media arts department in the Jordan College of Fine Arts.

The print journalism program combines a liberal arts and sciences core with a practical, professional education. Students combine required courses, electives and often a second major or a minor that parallels their individual interests. All print journalism majors are required to complete an internship prior to graduation.

The media arts program involves the study and production of visual and audible art through state-of-the-art facilities located in the major media market of Indianapolis. The department has ties across the city and nation, providing opportunities to students to gain professional experience while earning their degree.

The following is a list of the classes in both the Eugene S. Pulliam School of Journalism and the media arts department in the Jordan College of Fine Arts that are applicable to the communications field.

**JR 107. Introduction to Mass Communications**
This course provides students with an understanding of the history of the mass media and theories related to mass communications. The course is an overview of mass communication and will examine the development of various media, the functions of mass media, and the implications of media systems and practices. (U)(3)

**JR 112. Writing for Print Media**
JR 112 is the foundational course in news writing and reporting and is required of all students majoring in journalism and public and corporate communication. This course emphasizes writing primarily for newspapers, but its basic tenets are also applicable for other print media, the Internet and broadcast news writing. (U)(3)

**JR 212. Newswriting and Reporting**
Journalism 212 is an intermediate news writing and reporting course. Students begin with a review of the fundamental principles of the inverted pyramid style of writing, but
focus on how to use principles of news writing to develop news stories that expand
upon or differ from the inverted pyramid style of writing. Issues, problems and practices
associated with reporting constitute the core of JR 212. Prerequisites: C- or above in JR
112. (U)(3)

JR 223. Introduction to Public Relations
This course introduces students to the terms and practice of public relations. The class
includes the history, theories, ethical and legal constraints, common contexts, and
strategic practice of public relations. Prerequisites: C- or above in JR 112. (U)(3)

JR 309. Feature Writing
This course focuses on crafting feature stories that give readers a sense of place,
knowledge of another human being, and deeper understanding of an event, trend or
issue. Prerequisites: C- or above in JR 112. (U)(3)

JR 311. News Editing
JR 311 is the third course in a four-course sequence in news reporting and writing
required of journalism students. Because students have successfully completed JR 112
and JR 212, JR 311 introduces students to fundamental editing principles associated
with Associated Press style, grammar, punctuation, spelling, editing text for accuracy,
clarity, brevity and avoidance of libel, headline writing, photo editing, writing photo
captions, news budget development, and news page and news section design.
Prerequisites: C- or above in JR 112 and JR 212. (U)(3)

JR 315. News Photography
The purpose of the course is to explore non-verbal communication. Specifically, it
teaches students the value of photography in communicating ideas and information,
how to meld words and pictures to communicate most effectively, the basics of digital
camera usage and a digital workflow, the basics of Adobe Photoshop, and how to tell
stories visually. Prerequisites: C- or above in JR 112. (U)(3)

JR 317. Editorial Writing
Editorial writing focuses on opinion writing for print media, concentrating on editorials,
columns and reviews. Course participants will be taught the fundamentals of
researching and writing opinion pieces. Students who complete the course will have
enhanced skills in gathering and analyzing information, and in writing to inform,
entertain and persuade readers. Prerequisites: C- or above in JR 112. (U)(3)

JR 321. Advertising Practices
This course will provide opportunities to learn and apply foundations for building
successful advertising campaigns, including strategy development, media research and
selection, creative development and production and measurement. Prerequisite: C- or
above in JR 112 and JR 221. (U)(3)

JR 322. Advertising Copywriting
This course explores a practical approach to advertising copywriting through the
development of creative strategy and hands-on copywriting experience. This course will
include applications to various print and electronic media. Students examine early advertising examples as well as contemporary advertising works and develop their own writing styles within the disciplines of sound strategic thinking. Prerequisites: C- or above in JR 112 and JR 221 (U)(3)

JR 327. Research Methods for Public Relations and Advertising
This course examines common approaches to research in public relations and advertising. These approaches include the uses of informal scanning, situation analysis, focus groups and questionnaire-centered approaches to information gathering and assessment. Prerequisites: C- or better in JR 112 and 223. (U)(3)

JR 328. Public Relations Techniques
This course prepares students to think strategically and to understand the basic tools and processes public relations practitioners use to reach and communicate with their publics. An applied writing laboratory approach is used to allow students to practice and hone writing skills for a wide range of public relations activities. Prerequisites: C- or above in JR 112 and JR 223. (U)(3)

JR 409. Media Management
This course provides students with an overview of the principles, theory and practices of mass media institutions within the current society. Product considerations, Constitutional underpinnings, leadership, technology within the workplace, budgeting issues, and market analysis are covered. Prerequisites: junior standing and approval of instructor. (U)(3)

JR 412. Reporting Public Affairs
This course is considered the capstone course of the news-editorial sequence, and is designed to give students valuable practical experience in reporting about public affairs. Reporting skills are developed by confronting the challenges of actually identifying and developing real-world news stories. Students are required to go into a community of their choice and report about schools, crime, police, courts, and local governments. The use of the Internet as a reporting tool also is a vital component of the course. JR412 also requires a substantial time commitment outside of class hours to do actual reporting. Prerequisites: C- or above in JR 112, JR212 and JR311. (U)(3)

JR 414. Mass Communications Law
This course provides students with a basic understanding of media law as it has developed and is developing in the United States. It is a survey course which focuses on the major legal principles and standards underlying the free speech/press clause of the First Amendment as well as the major legal issues confronting mass communicators, including libel, invasion of privacy, access to information, trespass, hidden cameras and wiretapping, journalist privilege, free press/fair trial, commercial speech and regulation, and intellectual property law. (U)(3)

JR 415. History and Literature of Journalism
This course provides students with an understanding of the role that printing and the press has played on the changes in American society, In addition, the class explores
the structure and exercise of power that transformed journalism. When the Bill of Rights were ratified on December 15, 1791, newspapers gained the freedom to grow as the nation grew; they became a symbol of how Americans broke down all distinctions by conveying to every class in society knowledge of their government and the information necessary for the public intelligence. It is the growth of newspapers and their contribution to American society and culture that will be studied in this class. (U)(3)

JR 416. Mass Communications in Society
This course engages students in a critical reflection on and group discussion about the role of mass communications in society, with a special focus on the ethics and ethical dilemmas of journalism. The ethics of public relations and advertising also are addressed. Students are asked to critically reflect on media values, social values, and their interaction with an eye toward a more refined understanding of media ethics and a more critical assessment of media performance. The course asks students to frame a perspective based on one central question: “What should a journalist’s ethics be and why?” (U)(3)

JR 417. International Communications Systems
This course introduces students to important issues and topics in international communication in the era of globalization. The course is divided in three parts: the historical context of and theoretical approaches to international communication; case studies and topics in international journalism; and the representation of race and gender in international news. The course provides students with an understanding of contemporary debates, including those related to cultural imperialism, development, the information society, and the digital divide, and prepares students to enter the workplace with a heightened awareness of global issues. (U)(3)

JR 424. Public Communication Campaigns
This course is the capstone course in the public relations sequence, and combines a student’s understanding of public relations processes gleaned through JR223, the research techniques honed in JR327, the critical thinking skills sharpened in JR324, and the writing and design skills developed in JR328 and JR351 to develop effective and successful public communication campaigns for real-world clients from the non-profit sector. Through this service-learning experience, students will thoroughly explore public relations concepts, with the end goal of serving worthy organizations and the special publics they serve. Prerequisites: C- or above in JR 112, JR223, JR324, JR327, JR328 and JR351. (U)(3)

JR 426. Web Design for an Interactive Age
This course examines the principles and techniques of information design and interactive communications. Students explore current practices and emerging trends in interactive communications from leaders in the industry. This course teaches HTML web page development basics for non-programmers. It also includes writing for the web, design and layout techniques, and best practices for organizing content and site navigation. Web graphics development is taught using Adobe Photoshop and ImageReady. (U)(3)
JR 428. Sports Journalism
This course has two primary objectives: 1) providing a basic writing foundation for students interested in sports journalism and 2) an examination of the role of sports in our society. With regards to the first, students cover five basic areas of sportswriting—feature writing, pre-event (advance) coverage, game/event writing, column writing and “take-out” writing, the latter being an in-depth and therefore more lengthy look at a sports subject or personality. (U)(3)

MDA 105. Intro to Electronic Media
This course provides students with an understanding of the history of the electronic media and theories related to the industry. The course will examine the development of various media, the functions of the electronic media and the implications of media systems and practices. (U)(3)

MDA 104. Electronic News Writing
This course teaches students the fundamentals of writing for the broadcast medium. The curriculum covers radio and television writing, concentrating on style, format and language. (U)(3)

MDA 202. Multi-Camera Studio Production
This course teaches students the basics of creating and producing news segments for television. Students have the opportunity to anchor, operate cameras and run the control room in order to learn every aspect of producing a newscast. (U)(3)

MDA 203. Electronic Journalism
This course instructs the details of electronic journalism, including writing, reporting and producing. (U)(3)

MDA 216. Introduction to Photography
This course, required for digital production track majors of the media arts department, introduces students to the art of photography as it applies to broadcast news. (U)(3)

MDA 265. Media Literacy
This course takes a critical look at the media industry and the way it works. Students learn the who, what, where, when and why of the media, and the goal is to have students complete the course with a new view of the industry in which they hope to work professionally. (U)(3)

MDA 303. Advanced Reporting
This course takes students on the streets, filming, writing and producing news packages for class viewing and critique. (U)(3)

MDA 304. Producing Television News
This course gives students a hands-on experience in producing the news. Student gain experience both behind the camera and in the control room and become comfortable with editing through constant exposure and use. (U)(3)
MDA 368. Media and Politics
This course examines how the complicated world of politics is portrayed in the media. Students study the effects of advertising, lobbying and other aspects and are encouraged to take a critical look at the industry. (U)(3)

MDA 404. News Ethics for Electronic Media
This course engages students in a critical reflection on and group discussion about the role of electronic journalism in society, with a special focus on the ethics and ethical dilemmas of journalism. Students are asked to critically reflect on media values, social values, and their interaction with an eye toward a more refined understanding of media ethics and a more critical assessment of media performance. (U)(3)

MDA 432. Law & Regulation of Electronic Media
This course provides students with a basic understanding of electronic media law as it has developed and is developing in the United States. It is a survey course which focuses on the major legal principles and standards underlying the free speech/press clause of the First Amendment as well as the major legal issues confronting mass communicators, including libel, invasion of privacy, access to information, trespass, hidden cameras and wiretapping, journalist privilege, free press/fair trial, commercial speech and regulation, and intellectual property law. (U)(3)
TO: Dave Aeikins, President, SPJ; SPJ board members
FROM: Sonny Albarado, Region 12 Director
SUBJECT: Charter for Harding University campus chapter
DATE: March 13, 2009

I am honored to support Harding University’s petition for a campus chapter charter from the national board of the Society of Professional Journalists.

The dozen students who are members of this proposed chapter are paid members of the national organization and the local chapter. As you can tell from their packet, they and their adviser, Dr. Jim Miller, are committed to moving the chapter forward.

The students already have received a $500 grant from the regional director’s Excellence in Journalism fund to organize a high school journalism workshop, which is scheduled for March 19.

The students are participating in a fund-raiser during Harding’s annual Spring Sing weekend in an effort to pay for their trip to the spring conference in Little Rock in April and to the national conference in August. And they have designed a logo for a t-shirt to help the chapter quickly gain recognition on campus.

Harding, a private liberal arts college with 220 full-time faculty and 6,500 students, is located in Searcy, Ark., about 50 miles northeast of Little Rock and 105 miles west of Memphis. The school is affiliated with the churches of Christ.

Harding’s journalism program offers the only evening TV newscast in White County. It offers students the opportunity to work on a commercial FM radio station, KXUF 95.3, and the campus AM radio station, AM 1660. The student newspaper, the Bison, and yearbook, the Petit Jean, have won state and national awards, including the coveted Gold Crown from the Columbia Scholastic Press Association.

The program’s faculty are members of SPJ, Broadcast Education Association and Radio-Television News Directors Association, Kappa Tau Alpha (national fraternity for scholarship in journalism) and others.

I am confident that with Jim Miller’s guidance and Harding’s strong journalism program, an SPJ chapter at the university will thrive.
Student Journalists who are (or committed to becoming) Members of SPJ

Jeremy Watson
Harding University
Box 13114
Searcy, AR 72143
(501) 305-8398

Blake Matthews
Harding University
Box 11056
Searcy, AR 72143

Samantha Holschbach
Harding University
Box 11848
Searcy, AR 72143
(501) 279-5047

Ashton Reely
Harding University
Box 10464
Searcy, AR 72143
(501) 279-5913

Shannon Cornett
Harding University
Box 11004
Searcy, AR 72143
(501) 279-5342

Sarah Kyle
Harding University
Box 12790
Searcy, AR 72143
(501) 279-7424

Katie Fittz
Harding University
Box 10644
Searcy, AR 72143
(501) 279-5068

Nick Smelser
Harding University
Box 13307
Searcy, AR 72143
(501) 305-8257

Amanda Pruitt
Harding University
Box 12602
Searcy, AR 72143
(501) 279-5010

Noah Darnell
Harding University
Box 11814
Searcy, AR 72143
(501) 305-8629
Description of Journalistic Endeavors at Harding University

The Bison, student newspaper
The Bison is a student-produced publication that is published 18 times per year. It has won awards for individual and general excellence at the state and national level, including from the Associated Collegiate Press, the Society for Professional Journalists, the Columbia Scholastic Press Association and the Arkansas College Media Association.

The Petit Jean, yearbook
The Petit Jean is a student-produced publication in its 85th year. It has won awards for individual and general excellence at the state and national level, including from the Associated Collegiate Press, the Columbia Scholastic Press Association and the Arkansas College Media Association.

TV16
TV16 hosts the only student-produced nightly live newscast in Arkansas. A nearly 25-member student staff produces the news show, “Live at 5,” which is broadcast on channel 16 to homes across White County through the local cable provider.

KVHU Radio
KVHU 95.3 is the Voice of Harding University and serves as Central Arkansas’ source for more than a half-century of classic hits. KVHU has a 50-60-mile range, reaching a potential audience of more than 250,000 people in more than 100 towns and cities across 10 Central Arkansas counties. The station also reaches worldwide via the Internet.

Student-Produced Web site (in the works)
Harding is pursuing the establishment of a student-produced interactive news Web site that would include original content, including written stories, audio, video, photo slideshows, etc. The site would serve as the centerpiece of the college’s efforts to teach and explore the areas of Web journalism.
Faculty Members Who Are Members of SPJ

Jim Miller, Ph.D.
See attached vitae
SPJ membership Number: 537745

Dutch Hoggatt, Ph.D.
See attached vitae
SPJ membership Number:

Jeremy Beauchamp, M.S.E.
See attached vitae
SPJ membership Number:
March 14, 2009

Board of Directors
Society of Professional Journalists
Eugene S. Pulliam National Journalism Center
3909 N. Meridian St.
Indianapolis, IN 46208-4045

Dear Board Members:

As Region 5 Director, I am writing in support of the application from Northern Kentucky University to establish an SPJ chapter on that campus. Based on my correspondence with the chapter’s future adviser, Mary Cupito, there seems to be strong support for a NKU chapter.

I'm very pleased to have another campus chapter in Region 5 and will do whatever I can to support the efforts of Professor Cupito and the students. I'm looking forward to working with them.

Sincerely,

Liz Hansen
SPJ Region 5 Director
859-622-1488
liz.hansen@eku.edu
To be recognized as a provisional campus chapter of the Society, you must provide the national office with the following:

— A provisional chapter application fee of $25.

Included.

— The names, addresses, and telephone numbers of at least 10 student journalists who are members of the Society, including five who are willing to serve as acting officers and directors of your provisional chapter.

Attached [see SPJ roster.xls] is a list of students who signed up to be members, along with their contact information. For the officers, see the response to the question about the petitioning group below.

— A list of schools to be served in the event of a city-wide chapter, along with addresses. If another campus chapter is near your area, the geographical area your chapter may serve is limited to half the distance to the next chapter.

The nearest campus chapter is at the University of Cincinnati, which is in another state. However, members of our chapter and the adviser have met with them and hope to sponsor cooperative events. We promote each others' events on Facebook and Blackboard sites.

— Names, qualifications, and professional memberships of faculty members who have indicated a willingness to serve as your chapter's adviser. Your adviser must be a member in good standing of the Society.

Attached are resumes of these faculty members:

Mary Carmen Capito, Journalism coordinator, NKU SPJ adviser

Matthew Baker, assistant professor, journalism

Wes Akers, lecturer, Electronic Media and Broadcasting

— A description of the colleges and universities involved and a statement as to the curriculum offered at each school which meets the requirements outlined above.

Northern Kentucky University is a metropolitan university in Highland Heights, Ky., with approximately 15,000 students. NKU's Communication Department offers an undergraduate degree in journalism. Its journalism curriculum requires students to pass these courses with a C average or better:

- Media Literacy
- Newswriting I
- Newswriting II
- Communication Law
- Mass Media Ethics
- Copy Editing
- Mass Communication Research Methods
- Publication Skills
- Practicum

Journalism majors also must take at least two more communication courses. They are strongly advised to take the internship course.
Page 140 of the university catalog describes program requirements in more detail. It also describes courses. [See http://access.nku.edu/catalog/2009Catalog/Catalog2008%20final.pdf]. In addition, the College of informatics' Web page about the journalism program describes the program requirements [See http://informatics.nku.edu/com/undergraduate/journalism/index.php].

— A description of petitioning group, identifying the petitioning students by major subject, class rank (year) and journalistic experience.

These students have been elected to positions within NKU’s SPJ chapter:

Zac Collins, President
Journalism major
collinz1@nku.edu
859-486-3955
Class year: Junior
Experience: Sports editor of The Northerner, independent student newspaper of Northern Kentucky University.

Will Chambers, Vice President
williamrchambers@gmail.com
(859) 781-6009
Class year:
Experience:

Kelly Chalfant, Secretary
Journalism major
chalfantk2@nku.edu
859-912-9023
Class year: Senior

Cassie Stone, Treasurer
Journalism major
stonec2@nku.edu
513-520-2861
Class year: Junior
Experience: Print managing editor and news editor of The Northerner, independent student newspaper of Northern Kentucky University, managing intern at Cincy Chic, an online lifestyle magazine and corporate communications intern at The E. W. Scripps Company.

Matthew Birkholtz
Journalism major
Birkholtzjm1@nku.edu
513-675-9653
Class year: Senior
Experience: Editor in Chief of the Northerner; previously sports editor of the Northerner; worked as an intern at KyPost.com.

— A description of journalistic endeavors and activities at each school, such as a campus newspaper or broadcast outlet.

**The Northerner:** The Northerner is a student-operated, weekly newspaper that publishes on paper and on the Web [http://www.thenortherner.com/]. Students who enroll in the journalism practicum course report and write stories on campus for a grade in the course, and they submit them to the student editors of The Northerner, who decide whether they will be published.

**Norse Code Radio:** This student-operated online radio station [http://www.norsecoderadio.com/shows.php] offers nine shows. It is open to students with an interest in radio, as well as news.

**NorseMedia TV**. NKU’s Electronic Media and Broadcasting students and faculty produce programming cablecast to Northern Kentucky on Insight Cable Channel 18. The program plans to stream its content online as well. NorseMedia broadcasts the work of local and regional independent and student filmmakers, Studio 89 live concert series, telecourses, a weekly sports roundup program, slides with information about NKU events and programming, and overnight Deutsche Welle (German) television.

In addition, students can submit fiction and poetry for publication at three other student media publications: the Licking River Review, national/regional literary/art magazine; the Lost Cause Review, an alternative magazine; and NKU Expressed, the university’s student literary journal.
To: SPJ Board of Directors
From: Jeremy W. Steele, Region 4 director
Date: March 23, 2009
Re: Western Michigan University student chapter

As the media industry is rocked – first by technological changes and now by the economy – I believe it becomes more important than ever to encourage and build up new generations entering into journalism. For 100 years, SPJ has played that role, and I hope this board will continue by endorsing the effort at Western Michigan University to create a new student chapter.

WMU has a strong tradition of student journalism, led by its student newspaper, the Western Herald. It’s also a university with access to strong media outlets, including the Kalamazoo Gazette and WWMT-TV, in its backyard and a professional SPJ organization, the Mid-Michigan Pro Chapter, a stone’s throw away in Lansing.

I’ve had a chance to visit the students organizing the chapter and have kept in touch with them throughout the process as they’ve built up an organization. They’re energetic, they’re organized and I believe they have the support of WMU faculty to keep going once this group of student leaders graduates. This group is taking all the right steps – even without the full charter – to be active in SPJ. They’ve pursued a spot in the Ted Scripps Leadership Institute and will be at our Region 4 spring conference in Columbus.

I hope that you will join me in strongly supporting their efforts.
Sandra L. Borden is professor of communication at Western Michigan University, where she also co-directs the Center for the Study of Ethics in Society and sits on the advisory board of the Research Ethics Resource Center.

Her research focuses on journalism ethics. Her most recent work focuses on the application of virtue theory and communitarian theory to the practice of journalism. She is the author of *Journalism as Practice: MacIntyre, Virtue Ethics and the Press* (Ashgate, 2007), winner of the 2008 Clifford G. Christians Ethics Research Award and a Top Three Finalist for the 2008 Tankard Book Award.

Her research also has been published in several books and journals, including Oxford University Press's *Conflict of Interest in the Professions*, the *Journal of Mass Media Ethics, Communication Monographs* and the *International Journal of Applied Philosophy*. Her publications in the *Journal of Mass Media Ethics* include a widely cited article on avoiding the pitfalls of using case studies to teach media ethics. She is currently co-authoring a journalism ethics textbook for Routledge and co-editing a volume on entertainment ethics for McFarland & Co. She serves on the editorial board of the *Journal of Mass Media Ethics*.

She teaches ethics, freedom of expression and media criticism. She has developed case studies for teaching research ethics and academic modules for teaching academic ethics. She has sponsored WMU’s Ethics Bowl team since 1998 and is assistant editor of the journal *Teaching Ethics*.

Borden headed the Media Ethics Division of the Association for Education in Journalism and Mass Communication in 2003-04 and helped draft the ethics codes for the Association for Education in Journalism and Mass Communication (AEJMC) and the National Communication Association.

Dr. Borden has a Ph.D. in mass communications from Indiana University, an M.A. in journalism from The Ohio State University, and a B.J. in journalism from the University of Missouri-Columbia. She has five years of professional experience as an education reporter and editorial writer for small dailies in Poplar Bluff, Mo., and Jackson, Tenn., where she received state and national awards for her writing.

She has current professional memberships in AEJMC and the Association for Practical and Professional Ethics.

**Dr. Richard Junger** - I'm a former working journalist, earned a Ph.D. in mass communications from the University of Wisconsin-Madison, have been teaching journalism for almost 20 years, and write and research on journalism history and law.
Andrew Minegar (Acting President)
726 Pioneer St. Apt. #1, Kalamazoo, Mi, 49008
(269) 342-6654
Journalism Major, English Creative Writing / Imaging Minor
Senior
Freelancer for the Kalamazoo Valley Community College Career Source (1 year), Western Herald A&E writer (2 years), freelanced for Community Voices, Blogged for Kalamazoo Gazette.

Desiree Marx
My address is 4228 Escape Dr Kalamazoo Mi 49006
Phone number (586) 873-3637
Major is Journalism
I'm a senior
I've written a story for the Western Herald and intend to write more this year, I also interned at Channel 3 where I wrote stories for on-air and the website

Nick Schwerin
517 Sprague, Kalamazoo MI 49006
(269) 329-8827
Journalism
Senior
Former Herald writer and news editor (2 years total). Former Battle Creek Enquirer intern (3 months)

Aubrey James Wade Hopkins
Address: 213 Davis Hall
Phone #: 269-208-4761
Major: Journalism
Class Rank: Junior
Journalistic Experience: None

Sara Waisanen (Acting Vice President)
My local address is 4288 Honeylocust Lane Apt. 102 Kalamazoo, MI 49006.
My permanent address is 1247 Anthony St. Hancock, MI 49930
Cell phone: 734-476-6696
Journalism major
Senior
Bio: Sara Waisanen, a senior majoring in journalism, is currently the editor in chief of the Western Herald, a student run newspaper serving Western Michigan University and Kalamazoo. Waisanen has worked at the Kalamazoo Gazette as a news reporting intern and at the Daily Mining Gazette, in Houghton, Mich., as a news reporting intern. Waisanen began writing for the Western Herald as a sophomore in 2006.

Ashley Wioskowski
1903 W. Michigan Ave.
119 Britton Hall
Kalamazoo, MI 49008
269-913-2450
Major: Journalism  
Class rank: Sophomore  
Journalist Experience: I was a reporter for the Western Herald from Sept. 2007-August 2008, I was a copy editor at the Western Herald from May 2008-August 2008 and I have been news editor at the Western Herald from August 2008-present.

Sarah Ashley Clawson (Acting Treasurer)  
5200 Croyden Ave Apt 5304  
Kalamazoo, MI 49009  
646.831.4045  
Sophomore/Junior (transfer of credits to decide)  
Journalism/ English major Philosophy/Dance minor  
Contributing writer to The Observer (Fordham University)  
Assisted in the editing process with the novel "Bless Me Father"  
Fashion Journalism Instructor at Front Row (an after school program for middle-high school students)

Eric Woodward  
Address: 325 Davis Hall, Kalamazoo, MI, 49008  
Telephone Number: (810) 513-6733  
Major: Journalism  
Minor: Creative Writing  
Class Rank: Junior  
Journalistic Experience: I enjoy doing sportswriting. I currently freelance with the Kalamazoo Gazette and I currently work with the Western Herald. I also freelanced with the Flint Journal's Community Newspapers this past summer.

Margaret Gesslein (Acting Secretary)  
5818 Hilltop Dr., Middleville, MI 49333  
(269) 795-7298  
Major: Journalism  
Minors: Business & Law  
Class Rank: Senior  
Journalistic Experience: I have written one story for the Western Herald and intend to write more; some on-line experience in blogging for the Kalamazoo Gazette. Looking to freelance and teach and will be gaining more experience through an internship soon.

Philip L. Koch  
811 West Vine Street  
Kalamazoo MI 49008  
Major: International and Comparative Political Science, with a minor in JRN.  
Year: Senior  
Began freelancing in 2003.
The Western Herald

The Western Herald is the Western Michigan University student newspaper, which publishes 129 newspapers annually. The Western Herald is published Monday, Tuesday, Wednesday and Thursday during the fall and spring terms; Monday and Thursday during the Summer I term; and each Wednesday during the Summer II term. Additionally, a total of 20 special sections are published, including the Housing Tab, Greek Guide, Orientation Edition, and Martin Luther King, Jr. Day magazine. The Western Herald also publishes on the web at www.westernherald.com. The students at the Herald gain practical experience for careers in journalism, communications, web site development, printing, graphic art design, advertising sales, business, management and photography.

- During an academic year, nearly 80 students at the Western Herald are responsible for the printing of 1.5 million newspapers. A total of 12,500 newspapers are disseminated daily, with each edition averaging 12 pages.

- The Western Herald web site, Western Herald Online, has been publishing electronically since 1995.

- The Herald budget is $550,000 annually, all of which is raised by student sales of classified and display advertising.
WIDR FM is the student-run non-commercial radio station of Western Michigan University in Kalamazoo, Michigan. We serve the campus and community of Kalamazoo by airing a WIDEr variety of music that is unlike any other radio station. WIDR serves as an escape from all evil that exists in mainstream media. We provide our listeners with every genre, along with up to the minute news, sorts, and community and campus information.

The majority of our staff is comprised of WMU students, with the rest being students and volunteers from other area colleges and WMU alumni. WIDR staff members are non-paid, with the exception of our 6 paid director positions. However, all WIDR staff enjoy various benefits to being affiliated with Michigan's most eclectic college radio station. These include complimentary merchandise, valuable radio experience, and a chance to explore some of the world's newest and rarest music. If you are interested in joining WIDR please contact our Program Director at (269) 387-6305. WIDR began in a trailer in 1952. Then it was Western Inter-Dormitory Radio, an AM station available only to WMU residents. It broadcasts through the pipes of WMU; campus residents could listen by placing their radio antenna on metal fixtures in their dorm rooms. It was a humble beginning.

In the '60s, WIDR went on the air for real, on the AM dial. In 1969 Campus Media, Inc. described WIDR as "one of the finest campus stations in the country." Our staff is aware of the accolades that the radio station has received and strive continually to maintain that level of quality programming.

In 1975 WIDR-FM went on the air, as what was then known as a "progressive" or "underground" station. With a mix of Frank Zappa and John Coltrane, Led Zeppelin and Muddy Waters (and much more), WIDR-FM became the #1 station in Kalamazoo. This was a time when there were few FM stations in the area, but still, this was an important feat. This was also the era of WIDR's massive music festival known as Kite Flight, the precursor for the Barking Tuna.

Throughout the 1980s WIDR continued to evolve. Its power was boosted to 100 watts, covering most of Kalamazoo County. It was "alternative" long before that label became a buzzword used by the music industry. WIDR was, and still is, an alternative to commercial radio. The station was the first in the area to play rap, punk, grunge, etc., beating out all area commercial stations and MTV. When the rest of the world was ignoring new bands like U2, Nirvana, and REM, WIDR gave them many a spin. WIDR has historically put an emphasis on variety with an eclectic mix of rock, rap, R&B, experimental, folk, blues, jazz, world music and genres not yet named.

WIDR continues its Radio Evolution and is still the only true alternative listening source in Kalamazoo. Its listeners recognize the educational and entertainment value of the station by sending their donations during the annual WIDR Week every February, as well as by attending WIDR Events.

We of WIDR thank our listeners who have supported the station throughout the decades— if it weren't for you, we'd just be sitting in the studio playing tunes and talking to ourselves.
About us

The Communication Resource Center (CRC) provides support to educational opportunities to over 1100 undergraduate majors, 400 minors, and 100 graduate students, in addition to supporting active research programs in interpersonal communication, organizational communication, and telecommunications (brief history of the School). The CRC is the primary support facility for Film, Video and Media Studies program within the School of Communication.

Mission Statement

The Communication Resource Center supports the research and advanced study of the art and science of communication for the School of Communication at Western Michigan University. It seeks to promote a culture that values diverse perspectives and emphasizes the ethical implications of communication by providing educational opportunities to undergraduate and graduate students and supporting the instructional needs of the faculty/staff in the School of Communication.

The Communication Resource Center is currently located on the 4th floor of Moore Hall, room 4060. Our phone number is: 269-387-3134.

HOURS for Spring session 2007 are:

Monday through Wednesday 8:00 AM to 5:00 PM
Thursday 8:00 AM to 4:30 PM
Friday 8:00 AM to 4:00 PM
Other hours by appointment only

Email: jon.vandermeer@wmich.edu
MEMORANDUM

DATE: April 18, 2009
FROM: Steve Geimann
SUBJ: SDX President’s Report – Spring 2009
FOR: SPJ Board of Directors

The Foundation’s ability to support the Society is under strain as our endowment has slumped, a trend experienced by many other nonprofit organizations. Our support for other worthy projects outside SPJ will remained limited, until the stock market and the economy rebounds.

We are not alone. The Chronicle of Higher Education in March reported U.S. colleges and university endowments plunged an average of 24 percent from July to December last year, according to a Commonfund Institute survey of 629 institutions.

For some organizations, a tough economy may lead to gains. A survey by the Association of Fundraising Professionals in March showed 60 percent of nonprofit groups expect gifts to either increase or remain about the same in 2009 compared with 2008.

WELLS CENTENNIAL PROJECT
Progress has been slow on soliciting the written opinions of a dozen editorial writers working in newspapers and on the Internet. A committee led by Robert Leger recommended in mid January we offer prospective writers $2,000 for their thoughts on what a Free Press means to America.

The diverse group included Anthony Lewis, Maureen Dodd, Dorothy Rabinowitz, Jon Stewart, Nat Hentoff and Ellen Goodman among the writers, and Chip Bok, Ann Telnaes, Mike Luckovich among editorial cartoonists. The list includes bloggers such as Andrew Sullivan and Michelle Malkin, to give our roster a more varied flavor.

Contacts have been made with all of the individuals, although to date none had accepted the offer. I will have an update on the process at our meeting.

INDUSTRY UPHEAVAL
The U.S. newspaper industry is at war with the economy. U.S. broadcasters are fighting a battle with advertisers, and each others, to remain viable. Seattle and Denver become one-newspaper towns. In Syracuse, New York, a TV rivalry ended as the CBS affiliate conceded defeat to the NBC channel. The American Society of Newspaper Editors canceled its spring convention, citing the economy. SPJ President David Aeltens and President-elect Kevin Smith endorse offering ASNE access to our convention this year both as a gesture and as a way to enrich the programming.
These developments reflect upheaval in the media business. Owners and corporations are scrambling to develop new revenue models before the industry disintegrates. Journalists and journalism remain vibrant, new jobs being created in non-traditional organizations.

As we proceed through the next few years, and as newspaper names like the Rocky Mountain News, the Post-Intelligencer are replaced by such names as ProPublica, GlobalPost, Politico and MinnPost.com, the demands for employees will change. Our foundation, and SPJ, should be flexible and nimble enough to redeploy our assets and even rebuild the organization to continue meeting the needs of tomorrow’s members.

FUNDRAISING
Amy Posavec has, in nine months, turned around the Foundation's fundraising and development efforts. Total gifts had almost doubled and total funds raised climbed 32 percent compared with last year, and more than doubled from 2006-2007. Amy sketched out a fundraising campaign focused on monthly contacts with our major donors, coupled with some innovative approaches to reaching contributors who have taken a break.

I received numerous favorable comments about from the handwritten card mailed last fall, and our response rate was astronomical. Amy has maintained a consistent message to donors as this year has progressed.
DATE: April 18, 2009  
FROM: Terry Harper, Executive Director  
SUBJ: STAFF REPORT  
FOR: SPJ Board of Directors

Following the same format we have adopted recently, the staff has prepared a comprehensive report rather than several separate memos. Chris Vachon, Joe Skeel, Lauren Rochester, Heather Porter, Scott Leadingham and Billy O'Keefe contributed to the report.

**GRANT REQUESTS FOR 2009-2010**

Like every supporting foundation in the country today, ours is dealing with a serious blow to their endowment funds. The result is that the Sigma Delta Chi Foundation has much less money to grant. Realizing this, SPJ requested less money than it has in years past. The following grants total $199,998.00. The foundation has just over $210,000 it can distribute. It should be noted that the SDX Grants Committee will recommend to the full Foundation Board tomorrow that it grant our full request.

We submitted the following grant requests to the SDX Foundation for the fiscal year ending July 31, 2009:

**SPJ Training Programs** ................................................................. $63,140  
Including Newsroom Training and Narrative Writing Workshops

**The Reporters Institute (2 sessions)** ........................................... 56,050  
One print-focused, one for broadcast

**2009 National Convention Education** ......................................... 53,128  
Supporting educational programming at the annual conference

**Mark of Excellence Staff Support** ............................................... 27,680  
Funding for the portion of a staff person’s time dedicated to the MOE awards

We did not submit a grant request for the Media Credibility Town Hall Meetings. This is because none of the current programs have occurred and I did not think it prudent to submit a renewal request before we even know if the program works. We can always approach the Foundation in the fall if this is a project we want to pursue. And we can most certainly include it on our grant requests next year.

**PROFESSIONAL DEVELOPMENT PROGRAMS**

**2009 SPJ Convention & National Journalism Conference**

One of the more exciting things that happened thus far with the upcoming convention was our Call for Programs. The amount of proposals we received, 130, is a record number of proposals. Many of them were very good which made the task of narrowing them down to about 50 sessions a challenging task.
This year there are definitely more good ideas than we have programming slots, a good problem to have. The programming tracks for this year are: History, SPJ Missions, Visual Storytelling, Freelancing, Writing, DART, Current Affairs, Beginner & Advanced New Media and Beginner & Advanced Career.

Besides great programming, our fundraising efforts are going well considering the economy. We have $50,000 committed with a few more maybes out there. Finally, we have lined up CBS News' Chief Foreign Affairs Correspondent Lara Logan to speak. Soon our attention will turn from programming to the other fun areas of the event. There are ideas on the table for centennial activities, exhibits, career assistance and more.

**Newsroom Training Program**

It's hard to believe our first newsroom training visit was in December 2004 - how far we have come in less than five years. We have added trainers, we have added topics; we are never at a loss for another newsroom to train. We are always welcomed with open arms when we arrive for providing such a valuable service and we are always complimented when we leave about the quality of what we do and how we do it.

We have done some outreach to ethnic media outlets in an effort to bring our training to them. We have not had any takers yet but we will if we just keep plugging away at it so you will see some of this training in the next year.

The most significant improvement we have made to the program is to work to incorporate chapter-building efforts into these trips. The best example was our trip to the Fargo Forum. Not only did we conduct training for the staff, but we also found interest in starting a chapter and spent time outside of the training, meeting with excited journalists about the concept of a N.D. chapter. In Montana, a chapter already exists so we used our training at the Great Falls Tribune to bring in Ian Marquand to get journalists excited about the Montana chapter and help to bring some new faces into the chapter. We will continue to tie our training into chapter-building efforts in the next year.

**Narrative Writing Workshops**

During spring/summer 2009, we will again host Narrative Writing Workshops in five cities: Chicago, El Paso, Albuquerque, Boise and Lowell, Mass. 2009 will be the fourth year we have conducted these workshops and they continue to be successful and well-attended programs led by Pulitzer-Prize winning journalist Tom Hallman, Jr. from *The Oregonian*.

Hallman receives periodic messages from participants about how their writing has improved and/or about narrative pieces they have completed after attending his seminar. A Narrative Writing Discussion Board was created on www.spj.org and this year's participants will be invited to join in the discussions.

**Reporters Institute**

The 2\textsuperscript{nd} annual Reporters Institute brought 36 journalists to The Poynter Institute for three days of boot-camp type training on all things journalism. The program reinforces the need for young
journalists to come together for training and networking in order to retain good journalists in the field.

This July, we will host the first Reporters Institute aimed at broadcast journalists. Programs will focus on how journalists can make themselves a greater asset to their newsrooms, emerging technology and applying new skills to their reporting. Additionally, open records, interviewing techniques and ethics will be covered. The event will feature an “Ask the Expert” session where participants can ask about anything from the state of the media to newsroom politics.

**Scripps Leadership Institute**
Each year this program brings 50 chapter leaders to Indianapolis for a weekend of training aimed at making them more effective leaders. Throughout the weekend, not only are they provided with tools and ideas to take back to the chapter, but they also meet and connect with fellow SPJ leaders. Several past participants have become national board members. We look forward to seeing what this year’s participants have to offer. Since 1996, the majority of this program has been funded by the Scripps Howard Foundation.

**JournalismTraining.org**
The grant period for JournalismTraining.org has ended. SPJ will use the remaining funds for Web site expenses/maintenance, staff administration and marketing. We will be adding tip sheets and enhancements (search functions, posting options, etc) to the site.

**Mentor Match-Up Program**
Prior to August 2008, the program was handled by the Gen J committee and since the program has been switched to a staff responsibility, 40 matches have been made, which means we have 80 people currently engaged in the program. We feel very good about the improvement in this program. At any given time, we have a handful of applicants waiting to be matched and those matches are tracked using the membership database.

**Spring Conferences**
We again this year beefed up our communication to regional conference chairs. Through a monthly email, we have taken the time to educate and inform those planning the conferences. As a result of the regular communication with tips and information, coordinators have reached out to us with questions, asked for guidance, etc. Additionally, we continue to gather information on the conferences so that we can promote those conferences for the regions.

At last year’s board meeting, an offer was made for the headquarters staff to plan the Spring Conferences. One region took the staff up on its offer, Region 5. Throughout the last six months, the conference has been planned by the staff with the assistance and guidance of Region 5 Director Liz Hansen.

**Citizen Journalism Academy**
The first CJA programs were held during the summer of 2008 in Chicago, Los Angeles and Greensboro, N.C. The remaining grant funds are being used to host a program on May 9 in Denver and another one in Minneapolis this summer. The biggest obstacle we encountered was learning how to market the program to citizen journalists. We believe a viral approach is the best
way to market this program and we will be asking bloggers in the Denver and Minneapolis area to help us spread the word.

**Town Hall Meetings**
During Ethics in Journalism Week 2009, April 26-May 2, 12 Town Hall Meetings will be hosted in the following cities: Baltimore, Cleveland, Denver, Houston, Indianapolis, Knoxville, Los Angeles, Minneapolis, Montgomery, Portland (Maine), Seattle and St. Louis. The meetings aim to restore the public’s faith in the press by equipping the public with tools to evaluate all forms of journalism. Each program will start off with an opening statement on the Code of Ethics and SPJ’s commitment to ethical journalism written by Fred Brown. The intent is that it will provide a consistent message to kick off all 12 programs. The balance of the program will feature a small panel and a moderator that will address questions from the public and may focus on some scenarios that are community-specific.

**Membership**
As you all know by now, which has been reported in our weekly membership reports, our numbers are down. We are hovering around 8,500 members, which is lower than last year’s spring average of about 9,200. For some historical perspective, SPJ suffered the same type of membership lull in 2001-02 when the economy tanked following 9/11.

There has been much debate among journalism groups about how to retain members when times are tough – from hardship/transitional memberships to special promotional programs designed to keep those who are leaving us. And make no mistake, all journalism groups are suffering right now. But after much research, we have learned that these programs aren’t translating into member retention – although the message that these ideas sends is viewed as positive. In short: There is no magic pill.

Because of this, we have decided to take a tried-and-true approach in regards to membership: Offer a great product, and bend over backward to make sure they are happy.

To help improve that customer service, we have worked to ensure that our standard membership communication is more personal. Our goal is to reach out to each member on a friendly, casual level. This concept helps to create a bond between our members and staff rather than our members and a faceless entity across the country. We believe that this approach, combined with our array of professional development programs and resources, is the best tactic as the fight for limited dollars continues during these tough times.

Another way we hope to improve retention is to beef up our support of local chapters. We realize that many people are members simply because of the networking opportunities available at the local level. A large portion of our members don’t know SPJ outside of their own backyard. Yet, many chapter leaders step into the role unprepared and overwhelmed. Our goal is to alleviate those concerns and guide all new leaders so that they may enjoy a successful term – full of programs and services that their local members will find valuable. The first step in this has already happened, with an e-mail from Linda Hall thanking the leaders and requesting that she be included on all chapter mailing lists. This will ensure that we may pass along successful program ideas and support to all chapters. The second step will soon follow with personal calls to each
professional chapter leader. We want to identify any potential problems before they become detrimental. This, of course, is in addition to the Scripps Howard Leadership program offered each summer.

AWARDS

The Sigma Delta Chi Awards received 918 entries this year, a 9% decrease over last year. The average number of entries for the past three years has been 1,037. Several entrants commented that budgetary constraints reduced the amount of entries their media organizations could submit.

The Mark of Excellence Awards received 3,678 entries this year, a 5.7% increase over last year. The average number of MOE entries over the last three years has been 3,494. Most regions surpassed last year’s numbers, but Region 4 stood out with a 43% increase in entries over the past year. (542 entries in the 2008 contest, versus 377 in 2007)

You may notice in the proposed budget for FY2010, revenue and expenses for the MOE Awards are budgeted higher because categories for the 2009 contest will increase from 39 to 78. The expanded categories are a result of further stratifying the awards and are designed to allow junior colleges the opportunity to compete against schools of similar size. The SDX Awards will also be further stratified, being more inclusive of smaller media outlets.

Because of the anticipated increase in awards entries, staff is researching companies that operate online awards management systems. Taking the awards online will ease award administration, allow for easier judging and enable entrants to pay online.

The New America Award saw a large increase in submissions, due to rule changes and increased marketing. (61 entries this year, versus 4 entries last year) The 2009 New America Award will include an entry fee for the first time to help cover the award’s administration costs.

MARKETING AND PUBLIC RELATIONS

Since the beginning of the year, we have issued more than 10 different press releases related to issues such as federal shield legislation, jailed journalists, new media, FOI access and ethics. That’s more than two a month. This doesn’t take into consideration the communication we have regularly with our members, such as SPJ Leads, help and support to our local chapters, and additional marketing about our national programs and services.

President Dave Aeikens and the communications staff have answered dozens of press inquiries since the first of the year. The topics of inquiry have concentrated mainly on two subjects: the federal Shield Law and the changes in the journalism industry that have resulted in layoffs and closings.

Between Feb.15 and March 15, 2009, SPJ was mentioned about 100 times in newspaper and other Web-based wire stories, according to the tracking software of Vocus (a marketing/communications database). Mentions of national SPJ news are prominent in the days immediately following a press release (such as when the Shield Law was reintroduced in the House of Representatives on Feb. 11, 2009). However, most media mentions of SPJ occur at the local level, reviewing chapter programs or announcing the winners of local awards contests.

Although not a direct effort to distribute SPJ news releases, the marketing in January of the new Journalists Toolbox went very well. Close to 50,000 journalists across the country – mostly editors and reporters working in print, broadcast and online media – received direct e-mail
messages informing them of the usefulness of the Toolbox and the connection to SPJ. The response was overwhelmingly positive. A few of the comments include:

- "Thank you for providing such a marvelous resource."
- "I just forwarded to our whole newsroom. We'll be using it here."
- "Thanks very much. As former president of the Cardinal States Chapter and a founding father of the campus chapter of 'SDX' at Northern Illinois University, I'm pleased to see how this organization has developed over time to become increasingly relevant to its membership."

QUILL

Judging by the recent comments we have been receiving in regards to Quill, people have indeed noticed a "new and improved" product. We think the historical March issue will go down as an all-time favorite. Much of the credit should go to managing editor Amy Guyer and graphic designer Tony Peterson.

The next step is to take Quill to a new level in regards to content. While we have implemented more quick-hit graphical concepts into the magazine already, we are now going to work to land some industry heavy-hitters, much like we did in The Journalist. We feel that with our useful "how-to" pieces coupled with timely pieces written by the most respected journalists in the industry, Quill has the potential to become a reason people join and stay with the organization.

SPJ.ORG

There is no denying that SPJ.org is chock-full of wonderful resources, including the new Journalists Toolbox. But it's time to step back and develop a plan that will truly present these resources in the best manner possible. Over the next year, one of our top priorities will be to evaluate the current site from top to bottom: Are we on a stable platform that allows us to grow? Is there a system that we can use to help organize the site? What can we do to make the site easier to navigate? What content should we be striving for? There are countless questions to ask, and we may not have all of the answers for some time. But it's time we start asking.

Members expect much more of our Web site today than they did just five years ago. It is our job to make sure they find the site a valuable membership benefit.

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<tr>
<th></th>
<th>Week of 3/9/09</th>
<th>8/10/08 (date of last report)</th>
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<td>Unique Views</td>
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<tr>
<td>Time per visit</td>
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</table>

Source: Google Analytics
Top 10 Countdown Power Rankings

1. Front Page
2. Ethics Code
3. Ethics
4. Members Portal
5. Jobs
6. Mark of Excellence Awards
7. Geneva Conventions
8. Join Portal
9. Convention Front Page
10. Convention Highlights
MEMORANDUM

DATE: April 18, 2009
FROM: Terry Harper
SUBJ: STRATEGIC PLAN UPDATE
FOR: SPJ Board of Directors

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.
   - Establish a method to follow legislation affecting openness.
   - Seek partnerships with organizations already engaged in this work.
2. Educate journalists on governmental access (laws, role in democracy, etc.).
   - Evaluate and improve the FOI section of spj.org.
   - Coordinate with state press associations, broadcast associations and open government groups.
3. Protect journalists from government impediments against a free press.
   - Support statewide shield law efforts as they arise.
   - Develop organizational partnerships that support press freedom and open government.
5. Be visible and timely with responses to threats to press freedoms.
   - Educate Sunshine Chairs and members about informing the national organization about potential threats.
   - Staff will stay abreast of potential threats.
6. Support and defend journalists through the Legal Defense Fund (LDF) as they face court issues.
   - 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.
   - Improve SPJ's response to threats to scholastic and collegiate journalism.

UPDATE
Many of the goals listed for 2008-09 (specifically 1, 3, 4, 5 and 7) will be reached in part by the creation of a new and improved Sunshine Network. By implementing a network that includes communication between national and state organizations, we will be able stay abreast of legislation and threats that affect openness at the local, state and national level – including campuses. FOI committee chairman David Cuillier and his committee are currently working on this network expansion. He has talked with the NFOIC and Sunshine Week folks and they are game for getting their members included. And he is divvying up the states among the committee so they will each compile a list of quotable FOI experts and resources for each state (about five states per committee member).
Once the network is up and running, it will be a simple matter of SPJ taking the appropriate action when necessary, whether that’s issuing a press release, creating a task force, etc.

To help our members use this resource, we are publishing the new network on the FOI section of SPJ.org (Goal No. 2). The focus is on making the site (http://www.spj.org/sunshine-chairs.asp) a resource for journalists, not simply a place where FOI news and notes appears.

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.

UPDATE
Step one to reaching most of the goals in the member connections section is the completion of our database upgrade (which falls under Goal No. 3). This will alter how members use SPJ.org. Once the upgrade is complete, we can then explore ways to enhance and restructure SPJ.org.

One of our top goals for 2009-2010 is to make SPJ.org a resource for journalists, members, chapter leaders and the general public, not simply a place where people can go to read about journalism/SPJ news. We think both can be accomplished in a much better fashion than what we currently have.

One small, yet significant, change we have adopted is the use of more casual, personal communication methods. With much of our member communication now done via e-mail, we are getting away from the form letters that were used in the days of snail mail. The response has been positive.
Also, it should be noted that Heather Porter has been working to re-establish the mentor program.

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.
   - Develop the Media Credibility Project Town Halls.
   - Develop the public/press Web site.

UPDATE
We met with Bob Steele to get his input on our Town Hall program idea. He had great suggestions, some of which we can incorporate now and some of which change the nature of the grant request so they would need to be considered in future requests. Bob felt as we did that the moderator is going to be key to this program’s success and he recommended that we look to the Poynter ethics fellows as moderators.

At each of the events, a consistent message (written by Fred Brown of the Ethics Committee) will be delivered. The message follows:

The Society of Professional Journalists believes that if journalism is to survive, it needs to rely on the ethical principles of accurate, fair and thorough reporting. And we want to encourage members of the public to support those journalists who do exhibit those qualities.

That’s the major reason for this series of Ethics Town Hall Meetings. We hope to help restore journalistic credibility by helping our readers, viewers, listeners and Web site visitors to understand what credible journalism is.

The Society of Professional Journalists and the Sigma Delta Chi Foundation have a long history of commitment to improving and protecting journalism. Ethics consistently is identified by SPJ’s large and diverse membership as one of the organization’s most important missions. The SPJ Code of Ethics, first adopted in 1926, is an industry standard. SPJ’s ethics committee is preparing to publish the fourth edition of a journalism ethics book that has been a remarkably successful handbook for newsrooms and textbook for classrooms.

Ethics Week is part of this, as way to emphasize the message that journalists care deeply about the responsibilities of a free press and its role in democracy. Since its beginning in 2003 Ethics Week has been funded with generous support from the Sigma Delta Chi Foundation. In this, the program's seventh year, the governing board of Society wants to broaden the message, to include more members of the public and to do what our code of ethics calls for: to “invite dialogue with the public over journalistic conduct.”

Today's consumers of news can turn to a huge and growing variety of sources. Many of them are not all that reliable. SPJ believes that adhering to ethical principles is good not only for serious journalists
who want to compete in this mass of media, but it's also something the public needs to be aware of as it tries to figure out whom to believe.

Following is a list of selected cities and dates for the Town Hall programs.
- April 28 -- Cleveland, Ohio
- April 28 -- Towson, Md.
- April 29 -- Seattle, Wash.
- April 30 -- Minneapolis, Minn.
- April 30 -- Knoxville, Tenn.
- May 2 -- St. Louis, Mo.

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.

UPDATE
We continue to work toward having more skills-based, hands-on training type sessions at the convention. Our Newsroom Training Program continues to be skills-based as it was from its inception. A recommendation was included in the e-newsletter sent to all Spring Conference coordinators to include more hands-on sessions in their conferences.

Our programs and training offerings are evaluated each year at grant submission time. We want to be sure we are requesting grant money that will be used most efficiently and effectively.

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.

2. 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.

3. Create a welcoming culture for journalists of all backgrounds and disciplines.
   - Consider a definitive statement on the organization's diversity position.

**UPDATE**

The plan was to establish the benchmark of representation of our membership through the annual renewal notice. The revision of the renewal notice is dependent upon the database upgrade. Once the upgrade is up and running smoothly, the focus can turn to some of the other database projects like this one. We are planning to capture demographic information as part of the new online registration process that will come about with the upgrade.

A committee was identified to work on a definitive statement on the organization's diversity position. We assume we just need to give them a jump start to get things moving.

**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.

**UPDATE**

Many items in this section are practices we have adopted and are ongoing. For example, Linda Hall has requested to be included on all chapter newsletters. This will allow her to know what each chapter is doing, and put them in touch with other chapters who may have an interest in similar programs, etc.

*In regards to No. 3, we are reviewing the chapter ranking system during this board meeting.*
MEMORANDUM

DATE: April 18, 2009
FROM: Terry Harper, Executive Director
SUBJ: PROPOSED SPJ BUDGET FOR THE FISCAL YEAR ENDING JULY 31, 2010
FOR: SPJ Board of Directors

Included with this cover memorandum is the staff's proposed budget for SPJ for the fiscal year ending July 31, 2010. A number of supporting documents are included to provide the board with a better understanding into the process of constructing the budget.

The Finance Committee approved this proposed budget, with two small changes. One, which is highlighted below and reflected in the budget, is in regards to stipends for at-large executive committee members. The other was a request to allocate money to fix the leaky roof at headquarters. Because half of this cost must first be agreed upon by the Sigma Delta Chi Foundation (which incurs half of the expense of the building), that figure is not reflected in this budget.

As you review this information, please remember that this is a management tool, albeit a most important one. The numbers presented represent that staff's "best guess" based on fixed expenses, historical data and projected trends.

Individual programs have been consolidated into larger program areas:

- Convention
- Narrative Writing
- Newsroom Training
- Scripps
- JournalismTraining.org
- Quill
- Awards
- Membership
- Communications
- Electronic Programs (Web site)
- SDX Foundation Management
- Management and General

A composite view is presented first, but the real details are gleaned by seeing how expenses are allocated across various programs.
BUDGET PROCESS
Each department head prepared the preliminary budget for his or her department. Several meetings were held over the course of several weeks to identify and potential gaps. The controller oversaw the process to make sure the department heads could defend their assumptions and to make sure all of the numbers tied out in the end. Once everyone was comfortable with the direct program costs, remaining expenses were allocated based on the amount of personnel costs devoted to the program.

Sigma Delta Chi Foundation
Since fiscal 2003, the SDX Foundation has been reimbursing the Society for “running the Foundation.” We will continue to pay staff, etc., through SPJ’s payroll system to save the Foundation the added expense of setting up and maintaining a separate payroll system.

The Foundation reimburses the Society for direct expenses paid on its behalf on a periodic basis throughout the year with allocated expenses being paid at the end of the year when all the numbers are in.

GRANT REVENUE FROM THE SDX FOUNDATION
The SDX Foundation approved grants totaling $284,500 in May 2008. Those grants were recorded as revenue at the time of approval and paid after August 1, 2008.

With the dramatic downturn in the market in the past several months, the Foundation has much less available for grant making purposes in 2009 – 2010. The total available is just over $211,000 and SPJ has submitted requests totaling just under $200,000. As usual, a number of outside organizations also have lined up at the trough hoping to benefit. All other grant seekers were informed of the Foundation’s situation and advised not to get their hopes up. While there is no guarantee that all of SPJ’s requests will be approved, in these trying times, it seems that the Foundation should be directing all of its grants to the organization it was established to support. We do not anticipate any problems with our requests, but we always need to be prepared. It should be noted that the Foundation’s grant committee is recommending to the board that it approve our full grant requests.

ADVERTISING REVENUE
Our advertising revenue has continued to slide precipitously over the past few years. Advertisers just aren’t willing to invest in a niche publication with less than 10,000 subscribers. Mary Morgan will continue to sell advertising for SPJ, strictly on commission. We have seen recent growth in online advertising and will continue to emphasize this avenue.

QUILL
The budget presented here reflects the publication of six issues of Quill. This is three fewer than what SPJ has published for the past several years. By decreasing from nine to six, we will be spending about $40,000 less on printing, postage and freelance costs. On a positive note, having fewer issues will allow the communications team more time to focus on developing improved content for SPJ.org. We are confident that a beefed up Web site, with more practical resources available at the fingertips, will make up for any perceived losses by trimming three issues of Quill. Furthermore, with the advent of SPJ Leads and an improved SPJ.org, Quill is no longer the
primary communication tool used to reach our members. It is simply ONE of the tools we use. It
should be noted that many of our journalism association counterparts produce a quarterly
publication.

NEW REVENUE
Based on our discussions at the January Executive Committee Meeting in Milwaukee, the big
new revenue item in this budget comes in the awards program. By adding a separate MOE
contest for two-year colleges, we have effectively doubled that contest. More opportunities also
have been created in the SDX Awards program for media outlets with smaller circulations, etc.
While we have no experience with an expansion of the awards contests of this magnitude, we
have budgeted an additional $50,000 in revenue. This number did not just come out of thin air,
but there is not a lot of good science behind it. Despite the economy, journalists seem to continue
to enter contests at a pace fairly consistent with prior years. We also have made the decision to
charge an entry fee for the New America Award. We had more than 60 entries this year, but
there was no cost. In fact, some entrants chose to enter the New America contest with no fee
rather than the SDX Awards contest and pay a fee. That’s not right. We also are exploring the
costs and manpower involved in receiving entries and making judging available online. There are
not a lot of platforms available to handle this just yet, but we have made some progress through
speaking with some other members of the Council of National Journalism Organizations. My
concern is that we get stuck in a system where we are just licensing something with ongoing fees
and costs rather than having something that belongs to SPJ. We will continue to keep the board
updated.

BOARD MEMBER STIPENDS
The stipends for board members remain the same as the past few years, with one small
exception. The Finance Committee voted in favor of an extra $1,000 to non-officer members of
the SPJ Executive Committee. This will aid in their expected travel expenses to two extra
meetings they are required to attend. This does not apply to the two people currently occupying
these seats. Another thought is to cut down on the number of face-to-face meetings and do more
by conference call. The Executive Committee could meet on a monthly basis by phone and pretty
much eliminate the need to travel and meet in person. Full board meetings by phone are more
problematic since the face-to-face interaction is valuable and phone etiquette has been a problem
in the past.

PERSONNEL
A modest two percent increase has been included in this budget. The increase is to the overall
compensation budget and is doled out by management during review time. All increases are
made on the basis of merit. No change is proposed to the Society’s 401(k) match which is
currently six percent. An increase of 15 percent has been estimated for health insurance.

Other than hiring a new post graduate communications intern (currently Scott Leadingham), no
other changes are planned at this time. Scott’s position was established to be a one-year
internship and the revenue we receive from the SDX Foundation to fund the majority of the
position does not support the idea of a long-term employee.
MEMBERSHIP

Not surprisingly, our budget reflects fewer members than in years past. It is extremely difficult to get a firm grasp on just what we are facing considering the economy, which many are calling the worst since the Great Depression. Furthermore, the changes facing our industry are unprecedented. In years past, we used historical averages from the most recent five to six years to understand the trends. Then, our budgets were based on that. But we felt that doing so this year would only return an inflated number not realistic considering the challenges we face. We also could have attempted to calculate what percentage our membership would decline, but in the end those calculations would have been based on unsubstantiated figures and opinions as to what might happen in the future.

Therefore, after much research and debate, we decided to base this year’s budget on membership figures from 2001-02. Many of you may remember the economic tanking after 9/11/2001. Much like the U.S. economy, SPJ’s membership took a severe hit as unemployment rates climbed and fears of recession took hold. As stated, the current staff is in uncharted waters regarding membership. But we believe the factors that played into our membership figures in 2001-02 closely resemble what we face today -- and therefore provide the clearest picture of what may lie ahead.

SUMMARY

Based strictly on cash flow, this budget projects a surplus of $30,263.50. Please note carefully that this budget assumes that all of the Society’s grant requests to the SDX Foundation will be approved. If any grant is not approved, it will have a negative effect on the proposed bottom line.
## Proposed Budget

### Society of Professional Journalists

**FY 10**

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<th>Revenue</th>
<th>Proposed Budget FY 2010</th>
<th>Adopted Budget FY 2009</th>
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| Net Change in Assets                         | $ (62,353.49)           | $ (64,325.13)          |
| Cash on Hand from Previous Year              | $ 92,798.99             | $ 66,580.92            |

<p>| Net Change in Assets                         | $ 30,263.50             | $ 2,255.79             |</p>
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<th>Society of Professional Journalists</th>
<th>Training and Professional Development</th>
<th>Awards</th>
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<th>Communications</th>
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Expenses:

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Net Change in Assets:

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Cash on Hand from Previous Years:

- $937,698.99

Total Cash: $102,641,551.99

Cash on Hand: $93,738.99

Cash Budget: $102,644,290.99
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<th>Journalism</th>
<th>Other</th>
<th>Training and Development</th>
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<td>Newsroom</td>
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Total Revenue: $2,758,916
Total Expenses: $1,940,150
Profit/Loss: $818,766
### Proposed Budget

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<td>$62,884.04</td>
<td>$74,199.23</td>
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<tr>
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<td><strong>True Change in Net Assets</strong></td>
<td>$(4,623.42)</td>
<td>$62,884.04</td>
<td>$74,199.23</td>
<td>$132,459.86</td>
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## Proposed Budget

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<td>Awards Revenue</td>
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<td><strong>Subscriptions Revenue</strong></td>
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<td><strong>Regional/Membership/Benefits/Supplementary</strong></td>
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**Expenses**

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<td><strong>Marketing</strong></td>
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**Net/Change in Assets**

| | $196,157.10 | $(68,837.38) | $(264,994.28) |

**Cash on Hand Previous years**

**True Change in Net Assets**

<p>| | $196,157.10 | $(68,837.38) | $(264,994.28) |</p>
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<th>and General</th>
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<td>Merchandise Sales</td>
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<td>Interest/Dividends</td>
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<td>Total/Non-Membership/Background/Supplementary</td>
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<td>$-</td>
</tr>
<tr>
<td>Freelance/Instructor</td>
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<td>Participant Travel</td>
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<td>$153,302.97</td>
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Net Change in Assets $- (105,923.02)

Cash on Hand Previous years

True Change in Net Assets $- (105,875.92)
Expense Breakdown

Budget composed of three major expense categories

Personnel Costs:

Includes salaries, health/disability insurance, payroll taxes, 401k matching. Terry sets salary and personnel changes. Health Insurance costs are budgeted for all eligible employees whether currently on SPJ plan or not.

401k match includes all eligible employees whether they are currently participating or not.

Direct Costs of Running our Budgeted Programs:

Examples includes shipping costs for MOE Awards, Employee travel, printing for programs, etc.

Staff responsible for each program determines what activities that need to be performed to put on say a training program and then estimate the costs to make the activity happen utilizing quotes and in most cases actual estimated costs.

Allocated Costs:

These are costs that are shared equally across all program activities and in most cases SDX Management as well.

Utilities costs, telephone charges, board related expenditures, audit and accounting fees, legal, etc.

building maintenance costs

| Personnel Costs:     | $ 785,006.75   | 48.90% |
| Direct Costs:        | $ 524,465.00   | 32.67% |
| Allocated Expenditure| $ 295,880.15   | 18.43% |
| Total Expenditures   | $ 1,605,351.90 | 100.00%|

Income Breakdown:

| Grants                 | $ 249,998.20   | 16.18% |
| Contributions          | $ 12,400.00    | 0.80%  |
| Sponsorships           | $ 57,500.00    | 3.72%  |
| Quill Endowment Int    | $ 14,410.16    | 0.93%  |
| SDX Intern Sponsor     | $ 25,179.08    | 1.63%  |
| Membership Dues        | $ 486,734.00   | 31.51% |
| Advertising Reveneue   | $ 61,568.00    | 3.99%  |
| Interest/Dividends     | $ 9,868.00     | 0.64%  |
| Subscription Revenue   | $ 28,168.00    | 1.82%  |
| Awards Revenue         | $ 244,831.00   | 15.85% |
| Registration Fees      | $ 181,950.00   | 11.78% |
| Merchandise Sales       | $ 500.00       | 0.03%  |
| Royalties, Misc        | $ 18,407.00    | 1.19%  |
| Reimbursement of SC    | $ 153,302.97   | 9.92%  |

Total  $ 1,544,816.41  100.00%
## Variance Analysis 10 Budget vs 09 Budget

<table>
<thead>
<tr>
<th>Contributions/Grants/Sponsorships</th>
<th>2010 Budget</th>
<th>2009 Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsorships - Convention</strong></td>
<td>$57,500.00</td>
<td>$35,000.00</td>
<td>$22,500.00</td>
</tr>
<tr>
<td>SDX Grant Convention</td>
<td>$53,128.00</td>
<td>$37,500.00</td>
<td>$15,628.00</td>
</tr>
<tr>
<td>SDX Grant Narrative Writing WkSp</td>
<td>$30,080.00</td>
<td>$25,000.00</td>
<td>$5,080.00</td>
</tr>
<tr>
<td>SDX Grant Newroom Training</td>
<td>$33,080.00</td>
<td>$50,000.00</td>
<td>$(16,940.00)</td>
</tr>
<tr>
<td>Scripps Leadership Grant</td>
<td>$50,000.00</td>
<td>$50,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Post Grad Intern SDX Sponsorship</td>
<td>$25,179.08</td>
<td>$7,700.00</td>
<td>$(17,479.08)</td>
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<tr>
<td>Board Training</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$(0.00)</td>
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<tr>
<td><strong>Journalist Toolkit</strong></td>
<td>$50,000.00</td>
<td>$50,000.00</td>
<td>$(0.00)</td>
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<tr>
<td><strong>Professional Development Person</strong></td>
<td>$14,410.16</td>
<td>$13,500.00</td>
<td>$910.16</td>
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<tr>
<td>Quill Endowment Grant</td>
<td>$27,680.20</td>
<td>$15,000.00</td>
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<tr>
<td>SDX Grant Mark of Excellence</td>
<td>$12,400.00</td>
<td>$10,000.00</td>
<td>$2,400.00</td>
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<tr>
<td>Membership - Presidents Club</td>
<td>$56,050.00</td>
<td>$63,000.00</td>
<td>$(6,950.00)</td>
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<tr>
<td><strong>Media Credibility</strong></td>
<td>$24,000.00</td>
<td>$24,000.00</td>
<td>$(0.00)</td>
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<tr>
<td><strong>Contributions/Grants/Sponsorships</strong></td>
<td>$399,487.44</td>
<td>$400,700.00</td>
<td>$(1,212.56)</td>
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<tr>
<td><strong>Membership Dues</strong></td>
<td>$486,734.00</td>
<td>$547,318.00</td>
<td>$(60,584.00)</td>
</tr>
<tr>
<td><strong>Membership Levels Changed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2010 Budget Reverted to 2001 Membership</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Levels of 6340 members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2009 Budgeting for 9,285 Members</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based on six year average</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Advertising Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quill</td>
<td>$42,500.00</td>
<td>$102,917.00</td>
<td>$(60,417.00)</td>
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<tr>
<td>Electronic</td>
<td>$19,068.00</td>
<td>$18,211.60</td>
<td>$856.40</td>
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<tr>
<td><strong>Total</strong></td>
<td>$61,568.00</td>
<td>$121,128.60</td>
<td>$(59,560.60)</td>
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<tr>
<td><strong>Merchandise Sales</strong></td>
<td>$500.00</td>
<td>$500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Interest/Dividends</strong></td>
<td>$9,868.00</td>
<td>$24,950.00</td>
<td>$(15,082.00)</td>
</tr>
<tr>
<td><strong>Subscription Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quill</td>
<td>$28,168.00</td>
<td>$19,968.00</td>
<td>$8,200.00</td>
</tr>
<tr>
<td>The Journalist</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$28,168.00</td>
<td>$19,968.00</td>
<td>$8,200.00</td>
</tr>
<tr>
<td><strong>Awards Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOE Awards</td>
<td>$81,936.00</td>
<td>$51,120.00</td>
<td>$30,816.00</td>
</tr>
<tr>
<td>SDX Awards</td>
<td>$181,095.00</td>
<td>$107,048.00</td>
<td>$74,047.00</td>
</tr>
</tbody>
</table>
### Variance Analysis 10 Budget vs 09 Budget

<table>
<thead>
<tr>
<th></th>
<th>2010 Budget</th>
<th>2009 Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>New American Award</td>
<td>$ 1,800.00</td>
<td>$ -</td>
<td>$ 1,800.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 244,831.00</strong></td>
<td><strong>$ 158,168.00</strong></td>
<td><strong>$ 86,663.00</strong></td>
</tr>
</tbody>
</table>

MOE based on 78 categories, instead of current 39 proposal expands categories to specifically honor 2 Year/Junior Colleges

SDX Awards based on 106 categories instead of the current 53 proposal will be made to to increase the # of categories

#### Registration Fees

<table>
<thead>
<tr>
<th></th>
<th>2010 Budget</th>
<th>2009 Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>$ 126,350.00</td>
<td>$ 179,450.00</td>
<td>$ (53,100.00)</td>
</tr>
<tr>
<td>Narrative Writing Workshops</td>
<td>$ 24,000.00</td>
<td>$ 18,000.00</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>Newroom Training</td>
<td>$ 5,000.00</td>
<td>$ 8,000.00</td>
<td>$ (3,000.00)</td>
</tr>
<tr>
<td>Scripps Leadership</td>
<td>$ 5,000.00</td>
<td>$ 2,500.00</td>
<td>$ 2,500.00</td>
</tr>
<tr>
<td>Reporters Institute</td>
<td>$ 21,800.00</td>
<td>$ 18,000.00</td>
<td>$ 3,800.00</td>
</tr>
<tr>
<td>Journalism Education Series</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Ethnic Media Training</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Citizens Journalism Academy</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 181,950.00</strong></td>
<td><strong>$ 225,950.00</strong></td>
<td><strong>$ (44,000.00)</strong></td>
</tr>
</tbody>
</table>

Registration Fees

Convention Registration Fees - 2010 Budget Predicts 200 less attendees

Narrative Writing Registration Fees increased $20 and attendees increased by 100 people

Reporters Institute 72 attendees at $300 each

#### Royalties/Membership Benefits/Other

<table>
<thead>
<tr>
<th></th>
<th>2010 Budget</th>
<th>2009 Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>$ 3,057.00</td>
<td>$ 8,057.00</td>
<td>$ (5,000.00)</td>
</tr>
<tr>
<td>Quill</td>
<td>$ -</td>
<td>$ 100.00</td>
<td>$ (100.00)</td>
</tr>
<tr>
<td>Management</td>
<td>$ 15,350.00</td>
<td>$ 10,000.00</td>
<td>$ 5,350.00</td>
</tr>
<tr>
<td>Membership Program</td>
<td>$ 15,350.00</td>
<td>$ 17,000.00</td>
<td>$ (1,650.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 18,407.00</strong></td>
<td><strong>$ 35,157.00</strong></td>
<td><strong>$ (6,750.00)</strong></td>
</tr>
</tbody>
</table>

Convention is Estimated Room Rebates

SDX Foundation Management $ 153,302.97 $ 145,149.39 $ 8,153.58

Increased Percentage of Time from Exec.Dir and Controller

**Total Difference In Budgeted Revenue** $ 1,544,816.41 $ 1,678,986.99 $ (124,172.58)
MEMORADUM

DATE: March 17, 2009
FROM: Terry Harper, Executive Director
SUBJ: ANNUAL REPORTS
FOR: SPJ Board of Directors

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. The staff’s recommendations to eliminate the annual report were rejected in 2008, but we hope that this slightly modified version of our 2008 recommendations will be more palatable. The main objection in 2008 seemed to be the lack of some kind of required financial reporting by the chapters to the national organization. An annual financial disclosure report is required by this proposal.

A few tidbits of information up front:

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.
- In 2008, 54 professional and 90 student chapters submitted annual 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 RDs

In 2008, everything was moved ahead one month because the convention was one month earlier than 200.

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.

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

The bylaws would be amended as follows:

Article V, Section Four. Each professional chapter shall submit an annual report to national headquarters in which it reviews its activities and accomplishments for the year, and details its completion of minimum requirements of chapters as spelled out by the board of directors.

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 2010, annual reports will be eliminated and replaced with a
  voluntary awards application.
- On an annual basis, chapters will be required to complete a financial
disclosure report as approved by the SPJ Board of Directors.

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 immediately, the star ranking system will be eliminated.

RATIONALE: For the reasons stated above.
MEMORANDUM

DATE: April 18, 2009
FROM: Terry Harper, Executive Director
SUBJ: TRANSITIONAL MEMBERSHIP
FOR: SPJ Board of Directors

In response to the alarming number of journalism job cuts, which has affected many of our professional members, SPJ staff was asked by President Dave Acikens to research the idea of offering a discounted membership option to those who had lost their income as a result of the economy and/or industry trend.

For the purposes of this memo, this category of members will be referred to as transitional members. This member is defined as: An active professional member who has lost his/her job as a result of the economy/industry trend.

After conducting our research, which encompassed informal surveys of our expiring members, conversations with other membership association leaders (including about 25 journalism associations) and reviewing our operations -- including but not limited to our database, invoicing, membership tracking and budget -- it is staff's recommendation that we DO NOT offer a transitional membership.

How we came to this recommendation follows:

Before we began our research we developed some basic questions, such as:
- What would a transitional membership entail?
- What would a pricing structure look like?
- Would our members actually take advantage of it?
- Are any other journalism groups offering this?
- What has been the result of these attempts?
- How would this impact our budget?
- What are the intangible benefits/pitfalls of the concept?

WHAT WOULD A TRANSITIONAL MEMBERSHIP ENTAIL?

We quickly eliminated the idea of offering a free membership. As more and more journalists are laid off, offering services for free could quickly catch up to us -- having a negative impact on our budget and our ability to provide the quality programs and services we do now. The last thing we want to do is cheapen what we offer.

Therefore, we settled on a transitional membership of $36. We based this on our student membership category. Transitional members would still have access to all of SPJ.org (including the resources they would need to help them secure work -- such as the job bank, freelancer directory and discounted rates for our programs).
However, they would not receive a printed edition of Quill. After one year, they would again be billed as a professional member.

To ensure those we are helping have truly been displaced, we would require each member wanting to apply for the transitional membership to complete an application available online.

To implement a transitional membership, SPJ would need to create a new category that can be tracked in its database. Assuming this transitional membership would be temporary, we would need to develop a way to track these folks and bill them correctly once their transitional time is up. We already do something similar with our student and post-graduate memberships, as we track them based on their graduation date. It can be done, but would require some money to implement. The costs would mainly be associated with database programming fees and staff time. While no estimate was requested by staff, from experience we are projecting these programming fees to be in the neighborhood of $2,000.

**WOULD OUR MEMBERS TAKE ADVANTAGE OF IT?**
During an unscientific e-mail survey of about 50 expiring members, which asked if they would remain with SPJ at a discounted price, only one person said they would probably remain. Incidentally, all said they thought it was a great idea. Not surprisingly, most said they would remain a member for free. Here are a couple comments that best summarized the responses:

- *...We are a small paper, with salaries much less than comparable positions in larger papers. ... With the economy things are even tighter than before. I like the idea of the hardship rate, but right now, I wouldn’t even have the $36 in discretionary funds.*

- *A discounted rate is a great idea - unfortunately, I would still not be able to afford it at this time. I started as a student member in college (I graduated in 2005), and I was trying to stay a member as long as possible because I think it's a great networking/information tool. Unfortunately, all my income is currently going towards bills, and I would not have any extra to even put towards a discounted membership.*

In the end, we found that even at $36, most who were letting their membership lapse were unwilling to pay the price.

**Conclusion:** Expiring members are deciding whether or not SPJ is worth their money, period. The price point isn’t the issue. Anecdotal evidence shows that most of our members would NOT take advantage of the discount, but would continue to take our services as long as we were willing to give them away for free.

**ARE OTHER JOURNALISM GROUPS OFFERING THIS?**
A couple other journalism organizations have developed a transitional membership of their own. NABJ and IRE were quick to offer this option. Most we talked to, however, are in dire need of all membership revenue it can generate. They are not in position to lower rates. Leaders of IRE and NABJ reported that their transitional memberships have made little difference in membership. And while the message it sends may be a positive one, that hasn’t translated into noticeable retention.
Conclusion: Groups that have offered a transitional membership for displaced journalists are finding that their offers aren’t having a positive impact on their overall membership.

FINAL RECOMMENDATION
While taking into account the positive PR message a transitional membership would send, we felt the return didn’t equal the investment of time and dollars as we are being forced to tighten our belts.

Considering that we would need to spend upwards of $2,000 to create this membership category (for what all indications show would be a very little response,) we felt it would be an unwise use of the limited funds we have. To make up the cost, about 70 people would have to take advantage of the offer. Furthermore, we run the risk of losing some money from those who are willing to pay the $72 even though they have lost their jobs. In theory, we could stand to lose more than we make back.

At this point in time, staff doesn’t believe the PR benefit outweighs the potential drawbacks. This is why staff recommends against establishing a transitional membership.
MEMORANDUM

DATE: April 18, 2009
FROM: Terry Harper, Executive Director
SUBJ: 2010 CONVENTION
FOR: SPJ Board of Directors

Selecting and recommending a site for SPJ's 2010 Convention and National Journalism Conference has proved vexing for the staff this year. Other journalism groups are seeing significant decreases in attendance (as SPJ has the past few years) and the expectation of the convention as a revenue source is becoming more challenging to realize.

The convention serves two main purposes: to govern the organization through the election process and modify our governing documents as needed; and to offer the best possible training and professional development opportunity to working journalists and journalism students.

With the downturn in the economy, the SPJ board has indicated that making the convention affordable is a top priority. The board also has indicated that the timing of the convention also is a priority. SPJ conventions must occur in late September or early October so as not to interfere with the start of the school year in late August or early September.

Quite recently, the staff was almost ready to recommend that SPJ do away with its traditional convention model and come up with something else. But now that it appears likely that SPJ will be holding its 2011 convention in conjunction with RTNDA -- and perhaps more journalism organizations -- a "traditional" 2010 convention appears inevitable.

Several cities have been investigated for 2010, and while Cincinnati appears to be a very affordable option, the staff does not think that a Cincinnati convention, coming on the heels of an Indianapolis convention, would be in the Society's best interests as far as attracting attendees. Our thinking at this point is that we should be looking at a location West of the Mississippi for 2010. This might be New Orleans, Oklahoma City or any of a host of cities in the Southwest or closer to the West Coast.

Another option to consider would be for SPJ to consider replacing the traditional 2010 convention with a program similar to the Scripps Leadership Institute that focuses on conducting the Society's business and focusing on equipping members and chapter leaders with tools to grow and expand SPJ.
The professional development components of the convention could be replaced by holding one or more training conferences on a regional basis.

I'm sorry this report asks more questions than it answers, but I am hopeful that it will lead us to a very meaningful discussion about the future of SPJ conventions.
MEMORANDUM

DATE: April 18, 2009
FROM: Dave Aeikens, President
SUBJ: 2011 CONVENTION
FOR: SPJ Board of Directors

As you know, we have been discussing with the Radio Television News Directors Association, a group that represents about 3,000 radio and television broadcasters, the prospect of a joint convention.

I am asking the board today to consider approving the concept for 2011. The board’s approval would allow the staff to negotiate details with RTNDA and consider an appropriate city to host the first joint convention. The staff would return to the board for approval of the details.

I met personally with RTNDA chairman Stacey Woelfels in Minneapolis March 28. The two organization’s goals for the convention are similar. We believe the days of every news media organization having their own convention competing for attendance, fundraising and speakers are soon over.

A joint convention with SPJ and RTNDA would be a partnership in which both groups share the profit or loss, the risk and reward. SPJ and RTNDA would maintain their traditions. For us it would be the president’s installation banquet, Mark of Excellence lunch, Legal Defense Fund Auction and our delegates and regional meetings. All of those things could continue. RTNDA would hold separate meal events if it chooses.

We would share professional development programs, hotel room booking and have a much easier time reaching our meal order minimums. By growing the number of people who could potentially attend a convention, we could be more attractive to hotels and might be able to provide a lower price for hotel rooms and meals for those who attend.

We had about 450 paying attendees at the 2008 convention in Atlanta. We are planning for a similar number in 2009. RTNDA’s numbers are a little higher but they are planning for a significant drop in attendance. RTNDA has been part of the massive National Association of Broadcasting convention in Las Vegas since 2002. That has attracted about 120,000 participants. That convention no longer fits RTNDA’s complete needs.
Stacey Woefels and I see the 2011 convention as just a start and that we could eventually invite other organizations to take part until we have built the best convention for professional development in the county. We need to start with one partner and for one year. I recommend that be 2011 and that the partner be RTNDA.

The model for this at the regional level is in Region 6, where I helped create a joint conference between Minnesota and Region 6 SPJ and Northwest Broadcast News Association. This partnership has worked successfully for the past eight years. A number of other smaller groups include their programs on the schedule but do not share in the financial side.
MEMORANDUM

DATE: April 18, 2009
FROM: Robert Leger, President, First Amendment Coalition of Arizona
SUBJ: LDF GRANT REQUEST
FOR: SPJ Board of Directors

Amount requested: $1,500 (Note: The original request was $2,500. However, the LDF committee granted $1,000 on April 8 – the maximum it is allowed to give away. The board must decide on the final $1,500).

I am writing to request LDF support for an amicus brief in a case as important to protecting access to new forms of records as was the text message case in Detroit.

The case involves something called “metadata,” which essentially are comparable to the date and time stamps on traditional paper records. Metadata indicate when changes were made to an electronic document and by whom. When records are kept solely in an electronic form, this information is vital to ensure public officials are not changing documents for nefarious reasons.

Yet an Arizona Court of Appeals recently ruled 2-1 that metadata are not public records. (The opinion can be found at www.cofad1.state.az.us/opinionfiles/CV/CV070415.pdf.) The First Amendment Coalition of Arizona hopes to file an amicus brief encouraging the state Supreme Court to take the case. The brief will argue that metadata are public records and the Court of Appeals opinion should be reversed. Legal work will be handled by Dan Barr, a highly respected First Amendment lawyer. He is a partner in Perkins Coie Brown and Bain, the coalition’s law firm, and responds to questions posed through the coalition’s FOI hotline for Arizona journalists.

The coalition this week approved spending $7,700 toward the estimated $20,000 cost of preparing the brief. We are asking other Arizona news media and industry organizations to contribute, but in the current economic climate this is not an easy sale. Having SPJ’s support in the form of an LDF contribution will help emphasize the importance of this case and, we hope, leverage support from Arizona media.
CASE BACKGROUND:

David Lake lost his job as a Phoenix police officer. He challenged his dismissal and submitted several public records requests to the City of Phoenix, including a request for metadata for documents he believed had been back-dated. The city refused to produce the records. Officer Lake then filed a special action in Maricopa County Superior Court under the Public Records Law to force production of the records. The trial court ruled against him, and he appealed.

The Arizona Court of Appeals affirmed in part and reversed in part. It first addressed whether metadata are public records, explaining that the presumption of disclosure in Arizona only applies after it has been determined that a record is a public record. The court held that metadata are not public records because they are not: (1) a record made by a public officer pursuant to a duty, the purpose of which is to disseminate information to the public or to serve as a memorial of official transactions; (2) a record required or necessary to be kept in the discharge of a duty imposed by law or directed by law to serve as a memorial of something written, said, or done; or (3) a record of transactions of a public officer in his office, whether required by law or not.

The Court of Appeals rejected Lake’s argument that metadata are public records because they are electronic evidence that would be discoverable in litigation. (It upheld three other public records requests for specific documents.)

Judge Patricia Norris disagreed with the majority’s holding that metadata are not public records, arguing that metadata are essential components of a public record created on a computer, and also should be considered a public record because it would serve the interests of the Public Records Law. In particular Judge Norris noted that:

"The majority's approach suggests metadata is somehow different from the underlying public record, and therefore, metadata has a different 'nature and purpose' from the public record. The approach fails to recognize metadata is part of the requested electronic document. Suggesting metadata, standing alone, falls outside of the various formulations of a public record recognized in Arizona, misses the point -- metadata does not stand alone. It is not an electronic orphan. It has a home; it exists as part of an electronic document. When, as here, that electronically created document is a public record, then so too is its metadata."

We agree with Judge Norris. By analogy, the majority's holding that metadata are not public records is sort of like saying that punctuation and date footers in documents are not part of the public record.

The attorneys for Officer Lake have said that they will appeal the metadata issue to the Arizona Supreme Court.

Officer Lake’s attorney is well versed in labor law. He is not expert in First Amendment law, nor are journalists’ concerns uppermost in his mind. This is why we believe it is vital
for us to file an amicus, explaining to the court the broader public policy issues involved. If the appeals court decision stands because the Supreme Court rejects the case, journalists’ ability to root out corruption and the misuse of electronic documents will be severely hampered. One of the coalition’s officers is currently working on a story in which this is an issue. We need the clarity that a Supreme Court decision would provide.

But we can get that clarity only if the court takes the case. We firmly believe it is vital for us to show the court the far-reaching implications of the appeals court decision and why it should be overturned. Your support will help us attract additional allies and make a strong argument to the court in this ground-breaking case.

I will be happy to answer any questions, and, of course, will make myself available at the board meeting in Greencastle.
MEMORANDUM

DATE: April 18, 2009
FROM: Kevin Smith, Grants Committee chairman
SUBJ: GRANTS COMMITTEE
FOR: SPJ Board of Directors

The newly formed grants committee has met with minimal success as of the date of this reporting. However, the potential continues to exist for acquiring monies from various charitable organizations and those efforts are continuing today. My initial goal of securing $75,000 hasn’t been met. Work is ongoing.

To date, we have secured $15,000 in grants and contributions, a $5,000 gift from Scripps Howard Foundation and a $10,000 donation from Frost, Brown, Todd, a law firm in Cincinnati. Both of those awards were secured by committee woman Hagit Limor.

A grant for seeking $25,000 from Ethics and Excellence in Journalism Foundation has been placed on hold until October. That grant is being handled by chair Kevin Smith. The grant is designed to seek funding for SPJ’s Town Hall Ethics Meetings which received a grant of $30,000 this year from Sigma Delta Chi. EEFJ accepts inquiries in April and October. It was decided that we wanted to measure the success of this year’s meetings, held the last week of April, before we solicited money from this foundation for next year’s presentations. With solid documentation of our 12 meetings, we believe we stand a good chance of securing funding. This is based on previously supported projects and amounts awarded.

The Ford Foundation rejected our initial inquiries.

A grant proposal for $25,000 to the Gannett Foundation for diversity programming was shelved because Gannett is a major corporate sponsor of this year’s national convention. It was the decision of the executive director that asking for this grant and that amount might hamper our efforts to see additional money from Gannett for the convention. We thought it prudent to forego the grant request so we could have a significant investment in the convention.

A grant for the Lumina Foundation is being handled by Debra Wenger from the University of Mississippi. The Lumina Foundation awards money to innovative projects that target underserved student and adult learners. At Ole Miss, Wenger and colleagues are devising a pilot program that will focus on helping underprivileged minorities seeking degrees in communication. Wenger and I hope the development of this program at Ole Miss can serve as a benchmark so we can package it and offer it to other colleges around the country in the assistance of minority students in our profession.

Currently components of the strategic plan are being identified so we can earmark funding for them through other foundations such as McCormick, Chicago Tribune, Park and Anneberg foundations. What we want to prevent is creating programs and adding expenses to our current offerings just for the sake of writing a grant. We believe SPJ has a full array of programs and projects that are suitable for funding. For instance, is it wise to create a program for environmental journalism so we can apply for a Park Foundation grant? This is why we are exploring our strategic plan which needs to be implemented and matching grants with our already approved initiatives.
We believe we can successfully match diversity, citizens' journalism and technology matters to McCormick, Chicago Tribune and Knight Foundation criteria.

To be successful we are working on making the May 1 deadline for McCormick for the citizens' journalism academy and considering a project that involves social networking for the Anneberg Foundation which has a rolling request system.

In summary:

We have secured $15,000 to date for convention programs.

We will apply for a $25,000 grant to continue our Town Hall Ethics program next year. This is from the EEJF. That application will be submitted in October pending reports of success from this year's round of forums.

We are hoping the UM diversity initiative is funded by the Lumina Foundation to create a benchmark program that can be used at other universities via SPJ's diversity and education committees.

We are targeting money from McCormick for citizens' journalism and Anneberg for a social networking project as part of our strategic plan commitment.

We will continue to accept suggestions and move on new initiatives if we think we have a strong case for requesting such funds in accordance with already existing programs or strategic plan initiatives.

Respectfully submitted,

Kevin Z. Smith
chairman, SPJ Grants Committee
MEMORANDUM

DATE: April 18, 2009
FROM: Brian Bellmont, Public Outreach chairman
SUBJ: INITIAL BRAND SLOGAN RECOMMENDATIONS
FOR: SPJ Board of Directors

Background: The Public Outreach committee has been asked to develop a
branding proposal for the April 18 board meeting, including a slogan that can be
prominently featured during the centennial year and beyond, as well as
recommendations on how to use it. The branding slogan needs to complement the
centennial slogan of “Improving & Protecting Journalism for 100 years.”

Criteria: We believe the ideal slogan needs to meet several criteria. It should:
- Speak to both the industry and the public;
- Complement the 100th anniversary slogan;
- Be inclusive of print, broadcast and online journalists;
- Convey key messages;
- Be short and sweet – 10 words or fewer;
- Be easy to understand;
- Be memorable and well written;
- Address the positive impact that SPJ has had on the field of journalism
  and on society, including promoting FOI, illuminating society’s shadows,
  and advocating for change;
- Stand as a source of pride for SPJ members;
- Position SPJ as an aspirational organization;
- Highlight both the industry’s past and its future; and
- Allude to the craft of journalism.

Elements: Possible elements to build the slogan from include:
- Write
- Report
- Dig
- Protect
- News
- Words, pictures, images
- Illuminate
- Shedding light
- Explain
- Enlighten
- Coverage
- Stories/Storytellers
- Delivering the news
- Agents for change
- Tradition
- Integrity
- Freedom of the press
• Freedom of information
• Changing face of journalism
• The future of journalism
• Objectivity
• Responsibility
• Seeking the truth
• Watchdogs
• Community
• Action

Potential slogan: Utilizing the above elements, the committee has developed this initial slogan suggestion narrowed from dozens of brainstormed options. It's designed to be a jumping-off point for additional brainstorming, and will be refined or reworked in order to develop a final recommendation to the board.

Fighting for freedom of the press, one story at a time.

Usage recommendations: Depending on which final slogan/tagline is chosen, we recommend some or all of the following next steps:
• Commission a graphic treatment.
• Announce the final slogan and its rationale to members and then invite them to make additional usage recommendations.
• Use the slogan/graphic as an easily recognizable icon for all communication about the anniversary year and beyond.
• The final branding statement could act as a jumping-off point for a more detailed boilerplate that could be consistently woven into every communications vehicle, including press releases, emails, mailings, the Quill, etc.
• Create promotional items designed to help members increase SPJ brand awareness and show SPJ pride via T-shirts, bumper stickers, pens, coffee mugs, etc.
• Use the slogan/graphic as the centerpiece of an SPJ-generated “Top 10 (or 100) News Stories of the Past 100 Years” list designed to reinforce SPJ’s role in delivering the news over the last century. This could be distributed to media to both stand on its own and to spark more in-depth coverage of SPJ’s anniversary.
• SPJ could also possibly invite the public to vote on the top stories by visiting SPJ’s site, and suggest that local chapters spin it off into their own markets by identifying the top local stories of the past 100 years.
MEMORANDUM

DATE: March 19, 2009
FROM: Fred Brown
FOR: the boards of the Society of Professional Journalists
and the Sigma Delta Chi Foundation

It appears we may have a publisher. Marion Street Press has expressed interest in publishing the Fourth Edition of “Doing Ethics in Journalism,” and by the time of our various meetings in mid-April, there most likely will be further developments. At this point, it seems likely those developments will be positive. In mid-March, they asked for copies of the manuscript, which I e-mailed them, and said they would draft a contract for our legal representative (at Baker & Hostetler) to review.

I sent copies of the manuscript to them; Terry sent copies of various copyright releases from the previous publishers and authors. By the time we all meet, I suspect we will have heard more from them.

Some background: Marion Street Press, as many of you know, was started by Ed Avis, former Quill editor. It publishes a number of titles, specializing in journalism-related books. Paul LaRoque says it has published his and Paula’s books. When I finally contacted Ed in mid-January, he was happy to hear that we were interested in using his publishing house. But he also was just then involved in selling the business to start a new publishing venture. He promised to see if the new owners were interested. They were.

Ed was in Chicago; the new owners are in Portland, Ore. Jim Schuette is the publisher, and Kel Winter is the chief editorial guy. They have both recently joined SPJ.

It will still take a while for the book to be published, unfortunately. Schuette says they’re thinking of listing it for their 2010 catalog. And there will be some more work to do. I’ve been told by veterans at this game that publishers aren’t keen about being presented fully ready-to-go manuscripts. They prefer to do some editing and revisions themselves.

And we could still use a couple of case studies. In fact, one of the appeals of SPJ’s involvement in this project is that we can constantly use new case studies. If they aren’t included in the book, they can be accessed by users of the book on SPJ’s website. We also need to input the updated codes of ethics we have received from various employers.

Several other members of SPJ’s ethics committee have offered to help with the editing. So far I’ve had some very useful suggestions from Nerissa Young, which I incorporated into the manuscripts I sent to Marion Street. Mac McKerral, Liz Hansen, Mike Farrell and Jerry Dunklee also have volunteered to help edit.

With just a little more effort, it looks as though we may finally have a Fourth Edition.
AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
9:00 AM.
APRIL 19, 2009
THE WALDEN INN
GREENCASTLE, IND.

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. Evensen
   l. Gillman
   m. Jones
   n. Ketter
   o. Kirtley
   p. Kopen Katceef
   q. Leeds
   r. Lehrman
   s. Levins
   t. Maynard
   u. McKerral
   v. Porter
   w. Pulliam
   x. Ralston
   y. Smith

3. Approval of Previous Minutes: September 6, 2008 [page 1]
5. Report of the SPJ President – Aeikens
10. SDX Foundation Grants and Awards Committee Report and Recommendations – Leger [page 27]
11. Pulliam Editorial Fellowship Project – Leger, Geimann
12. Ethics Book Update – Brown [page 31]
13. Capital Improvements to Headquarters Building – Harper
14. Old/New Business – Geimann
15. Adjourn – Geimann
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
SEPTEMBER 6, 2008
HYATT REGENCY
ATLANTA, GEORGIA

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 9 a.m. on Saturday, September 6, 2008 at the Hyatt Regency in Atlanta, Georgia.

ROLL CALL
In addition to Geimann, the following board members were present: Secretary Irwin Gratz; Treasurer Howard Dubin; Directors Dave Aeikens, Ann Augherton, Clint Brewer, Fred Brown, David Carlson, Al Cross, Alex Jones, Bill Ketter, Jane Kirtley, Sue Kopen Katcev, Al Leeds, Dori Maynard, Mac McKerral, Sue Porter, Neil Ralston and Kevin Smith.

Staff members present included Executive Director Terrence G. Harper and Director of Development Amy Posavac.

APPROVAL OF MINUTES
Upon proper motion and second by Brown and Carlson, respectively, the board approved the minutes of the May 4, 2008 board of directors meeting.

PRESIDENT’S REPORT
Referring to his written report, Geimann reported on this year’s Pulliam Editorial Fellowship winner, Jay Bookman, who will receive his award later in September, and this year’s Pulliam First Amendment winners, Jim Schaefer and M.L. Elrick of the Detroit Free Press, who will receive their awards at the SPJ President’s Installation Banquet later this evening.

Geimann reported on recent relief efforts by the Iowa Newspaper Foundation in support of the flood victims and posed the question of the Sigma Delta Chi Foundation supporting such efforts as well. While it was agreed that it would be a good public relations move, the consensus was that it may set a precedent for funding all future relief efforts and is not in the scope of the Foundation’s mission.

Geimann’s report included a discussion about a grant from the Knight Foundation to fund San Francisco-based Spot.us, whose business model is based on advertisers paying to hire reporters to cover a story, a process known as “crowdfunding.” While it was regarded as experimental, Geimann agreed to reach out to Gary Kebbel at the Knight Foundation.

SPJ PRESIDENT’S REPORT
Brewer reported that the membership of SPJ stands at 9,650 members and credits the number to good efforts of reaching out to new members and a reorganization of staff. An upcoming database upgrade and marketing efforts should help retention.

Brewer reported that the Shield Law has provided national-level exposure to SPJ and the Citizen Journalism Academies are being well received, with media law aspects being of special interest. Brewer expressed interest in SPJ looking for new partners, such as a newswire service.
In reply to a question regarding SPJ’s lobbying efforts, Brewer reported that Baker Hostetler are paid as legal counsel, not lobbyists. Recent meetings with key people on the Hill have raised SPJ’s visibility in Washington.

STAFF REPORT
Harper reported on the recent addition of Amy Posavac to the Sigma Delta Chi Foundation staff. Her primary focus is on the creation and execution of a fundraising development plan. Harper will oversee all administration and grant management for the Foundation.

Harper reported that all grants approved on May 4, 2008, have been paid out, and that Sigma Delta Chi’s investments are now under $11 million. He projects that funds available for distribution in 2009 – 2010 will be less based on the Foundation’s spending policy which is based on a rolling average of the previous four quarters, ending January 31, 2009.

Harper addressed the recent staff reorganization and commented that Scott Leadingham is serving a one-year term as communications coordinator funded by the Ward Neff bequest and Joe Skeel is responsible for the overall communication and membership efforts. The vacant bookkeeper position will be filled sometime after the convention.

In response to a question regarding SPJ’s financial position, Harper is projecting a loss on the order of approximately $170,000 for the fiscal year ended July 31, 2008. Membership numbers are trending upward, but retention remains a challenge. If the upheaval in the industry is going to effect SPJ’s numbers, Harper predicts SPJ will feel it in seven to eight months when out-of-work members choose not to renew.

Posavac presented her 16-month development plan in which she emphasized the need for “meaningful mail!” as a way to contact donors, and she encouraged the board members to be ambassadors for the organization.

OFFICER AND DIRECTOR ELECTIONS
McKerral presented the nominations report for SDX Foundation officers:
- President: Steve Geimann (two-year term expiring in 2010)
- Vice President Robert Leger (one-year term expiring in 2009)
- Secretary Irwin Gratz (one-year term expiring in 2009)
- Treasurer Howard Dubin (one-year term expiring in 2009)

Upon proper motion and second by Aeikens and Carlson, respectively, the board elected the officers of the foundation as listed above and to the terms noted.

McKerral’s report further included nominations for SDX Foundation directors. All nominees will serve three-year terms expiring in 2011.

- Fred Brown
- Jay Evensen
- Jane Kirtley
- Sally Lehrman
- Dori Maynard
- Mac McKerral
- Sue Porter
Upon proper motion and second by Cross and Brown, respectively, the board elected the directors listed above to three-year terms each.

**SPJ BOARD APPOINTMENTS TO FOUNDATION BOARD**
Aeikens reported that he is naming himself, Brewer, Smith, Hagit Limor, Ralston, Darcie Lunsford, Augherton and Kopen Katecf to serve one-year terms on the Foundation board.

**COMMITTEE APPOINTMENTS**
Geimann addressed the need for continuing committee work and will be making appointments to the following committees: Development, Finance, Governance, and Awards & Grants upon speaking individually to each director.

**PULLIAM EDITORIAL FELLOWSHIP**
Ketter expressed concern regarding repeat Pulliam Fellowship winners, in light of the fact that it is coupled with a $75,000 check. Upon consensus of the board, a one-time hiatus is being taken from the 2009 Pulliam Fellowship, and those funds will be re-purposed to a bound book dedicated to the First Amendment. Geimann appointed a committee of Jane Kirtley, Alex Jones, Irwin Gratz, Bill Ketter and Dori Maynard to oversee the project.

**ETHICS BOOK**
Brown reported that the forth edition of “Doing Ethics in Journalism” is almost complete. An October 1 deadline was set to get a publishing agent in place.

**FUTURE CONVENTIONS**
Brewer opened a discussion regarding future SPJ conventions, commenting that New York in 2010 is prohibitively expensive and we need to be looking at second tier cities. For now, San Francisco in 2011 stands as is.

**INSTITUTE FOR RURAL JOURNALISM**
Cross reported briefly on the use of a $25,000 grant to the Institute for Rural Journalism and Community Issues and circulated the Institute’s latest newsletter. Cross also directed those interested to its website, www.ruraljournalism.com.

Kirtley voiced concerns regarding the current climate of journalism with regards to the upcoming election and the media becoming a target. Aeikens and Smith reminded the board that many of these issues are addressed in SPJ’s strategic plan, specifically with attention to FOL. Geimann and Kirtley added that a sense of urgency is needed and that we must be proactive.

**MEETING ADJOURNED**
With no further business to come before the board, Geimann declared the meeting adjourned at 11:50 am on Saturday, September 6, 2008.
MEMORANDUM

DATE: April 19, 2009
FROM: Steve Geimann
SUBJ: President's Report – Spring 2009
FOR: SDX Foundation Board of Directors

The Foundation's ability to support the Society is under strain as our endowment has slumped, a trend experienced by many other nonprofit organizations. Our support for other worthy projects outside SPJ will remained limited, until the stock market and the economy rebounds.

We are not alone. The Chronicle of Higher Education in March reported U.S. colleges and university endowments plunged an average of 24 percent from July to December last year, according to a Commonfund Institute survey of 629 institutions.

For some organizations, a tough economy may lead to gains. A survey by the Association of Fundraising Professionals in March showed 60 percent of nonprofit groups expect gifts to either increase or remain about the same in 2009 compared with 2008.

WELLS CENTENNIAL PROJECT
Progress has been slow on soliciting the written opinions of a dozen editorial writers working in newspapers and on the Internet. A committee led by Robert Leger recommended in mid January we offer prospective writers $2,000 for their thoughts on what a Free Press means to America.

The diverse group included Anthony Lewis, Maureen Dodd, Dorothy Rabinowitz, Jon Stewart, Nat Hentoff and Ellen Goodman among the writers, and Chip Bok, Ann Telnaes, Mike Luckovich among editorial cartoonists. The list includes bloggers such as Andrew Sullivan and Michelle Malkin, to give our roster a more varied flavor.

Contacts have been made with all of the individuals, although to date none had accepted the offer. I will have an update on the process at our meeting.

INDUSTRY UPHEAVAL
The U.S. newspaper industry is at war with the economy. U.S. broadcasters are fighting a battle with advertisers, and each others, to remain viable. Seattle and Denver become one-newspaper towns.
In Syracuse, New York, a TV rivalry ended as the CBS affiliate conceded defeat to the NBC channel. The American Society of Newspaper Editors canceled its spring convention, citing the economy.

SPJ President David Aeikens and President-elect Kevin Smith endorse offering ASNE access to our convention this summer both as a gesture and as a way to enrich the programming.

These developments reflect upheaval in the media business. Owners and corporations are scrambling to develop new revenue models before the industry disintegrates. Journalists and journalism remain vibrant, new jobs being created in non-traditional organizations.

As we proceed through the next few years, and as newspaper names like the Rocky Mountain News, the Post-Intelligencer are replaced by such names as ProPublica, GlobalPost, Politiço and MinnPost.com, the demands for employees will change. Our foundation, and SPJ, should be flexible and nimble enough to redeploy our assets and even rebuild the organization to continue meeting the needs of tomorrow's members.

FUNDRAISING
Amy Posavac has, in nine months, turned around the Foundation's fundraising and development efforts. Total gifts had almost doubled and total funds raised climbed 32 percent compared with last year, and more than doubled from 2006-2007. Amy sketched out a fundraising campaign focused on monthly contacts with our major donors, coupled with some innovative approaches to reaching contributors who have taken a break.

I received numerous favorable comments about from the handwritten card mailed last fall, and our response rate was astronomical. Amy has maintained a consistent message to donors as this year has progressed.
MEMORANDUM

DATE:        April 19, 2009
FROM:       Terry Harper, Executive Director
SUBJ:     STAFF REPORT
FOR:    Sigma Delta Chi Foundation Board of Directors

Following the same format we have adopted recently, the staff has prepared a
comprehensive report rather than several separate memos. Chris Vachon, Joe
Skeel, Lauren Rochester, Heather Porter, Scott Leadingham and Billy O'Keefe
contributed to the report.

GRANT REQUESTS FOR 2009-2010
Like every supporting foundation in the country today, ours is dealing with a
serious blow to their endowment funds. The result is that the Sigma Delta Chi
Foundation has much less money to grant. Realizing this, SPJ requested less money
than it has in years past. The following grants total $199,998.00. The foundation
has just over $210,000 it can distribute. It should be noted that the SDX Grants
Committee will recommend to the full Foundation Board tomorrow that it grant our
full request.

We submitted the following grant requests to the SDX Foundation for the fiscal
year ending July 31, 2009:

SPJ Training Programs .................................................. $63,140
Including Newsroom Training and Narrative Writing Workshops

The Reporters Institute (2 sessions) ................................... 56,050
One print-focused, one for broadcast

2009 National Convention Education ................................. 53,128
Supporting educational programming at the annual conference

Mark of Excellence Staff Support ..................................... 27,680
Funding for the portion of a staff person’s time dedicated to the MOE awards

We did not submit a grant request for the Media Credibility Town Hall Meetings.
This is because none of the current programs have occurred and I did not think it
prudent to submit a renewal request before we even know if the program works.
We can always approach the Foundation in the fall if this is a project we want to
pursue. And we can most certainly include it on our grant requests next year.

PROFESSIONAL DEVELOPMENT PROGRAMS
2009 SPJ Convention & National Journalism Conference
One of the more exciting things that happened thus far with the upcoming
convention was our Call for Programs. The amount of proposals we
received, 130, is a record number of proposals. Many of them were very
good which made the task of narrowing them down to about 50 sessions a
challenging task.
This year there are definitely more good ideas than we have programming slots, a good problem to have. The programming tracks for this year are: History, SPJ Missions, Visual Storytelling, Freelancing, Writing, DART, Current Affairs, Beginner & Advanced New Media and Beginner & Advanced Career.

Besides great programming, our fundraising efforts are going well considering the economy. We have $50,000 committed with a few more maybes out there. Finally, we have lined up CBS News’ Chief Foreign Affairs Correspondent Lara Logan to speak. Soon our attention will turn from programming to the other fun areas of the event. There are ideas on the table for centennial activities, exhibits, career assistance and more.

Newsroom Training Program
It’s hard to believe our first newsroom training visit was in December 2004 - how far we have come in less than five years. We have added trainers, we have added topics; we are never at a loss for another newsroom to train. We are always welcomed with open arms when we arrive for providing such a valuable service and we are always complimented when we leave about the quality of what we do and how we do it.

We have done some outreach to ethnic media outlets in an effort to bring our training to them. We have not had any takers yet but we will if we just keep plugging away at it so you will see some of this training in the next year.

The most significant improvement we have made to the program is to work to incorporate chapter-building efforts into these trips. The best example was our trip to the Fargo Forum. Not only did we conduct training for the staff, but we also found interest in starting a chapter and spent time outside of the training, meeting with excited journalists about the concept of a N.D. chapter. In Montana, a chapter already exists so we used our training at the Great Falls Tribune to bring in Ian Marquand to get journalists excited about the Montana chapter and help to bring some new faces into the chapter. We will continue to tie our training into chapter-building efforts in the next year.

Narrative Writing Workshops
During spring/summer 2009, we will again host Narrative Writing Workshops in five cities: Chicago, El Paso, Albuquerque, Boise and Lowell, Mass. 2009 will be the fourth year we have conducted these workshops and they continue to be successful and well-attended programs led by Pulitzer-Prize winning journalist Tom Hallman, Jr. from The Oregonian.

Hallman receives periodic messages from participants about how their writing has improved and/or about narrative pieces they have completed after attending his seminar. A Narrative Writing Discussion Board was created on www.spj.org and this year’s participants will be invited to join in the discussions.

Reporters Institute
The 2nd annual Reporters Institute brought 36 journalists to The Poynter Institute for three days of boot-camp type training on all things journalism. The program reinforces the need for young
journalists to come together for training and networking in order to retain good journalists in the field.

This July, we will host the first Reporters Institute aimed at broadcast journalists. Programs will focus on how journalists can make themselves a greater asset to their newsrooms, emerging technology and applying new skills to their reporting. Additionally, open records, interviewing techniques and ethics will be covered. The event will feature an “Ask the Expert” session where participants can ask about anything from the state of the media to newsroom politics.

Scripps Leadership Institute
Each year this program brings 50 chapter leaders to Indianapolis for a weekend of training aimed at making them more effective leaders. Throughout the weekend, not only are they provided with tools and ideas to take back to the chapter, but they also meet and connect with fellow SPJ leaders. Several past participants have become national board members. We look forward to seeing what this year’s participants have to offer. Since 1996, the majority of this program has been funded by the Scripps Howard Foundation.

JournalismTraining.org
The grant period for JournalismTraining.org has ended. SPJ will use the remaining funds for Web site expenses/maintenance, staff administration and marketing. We will be adding tip sheets and enhancements (search functions, posting options, etc) to the site.

Mentor Match-Up Program
Prior to August 2008, the program was handled by the Gen J committee and since the program has been switched to a staff responsibility, 40 matches have been made, which means we have 80 people currently engaged in the program. We feel very good about the improvement in this program. At any given time, we have a handful of applicants waiting to be matched and those matches are tracked using the membership database.

Spring Conferences
We again this year beefed up our communication to regional conference chairs. Through a monthly email, we have taken the time to educate and inform those planning the conferences. As a result of the regular communication with tips and information, coordinators have reached out to us with questions, asked for guidance, etc. Additionally, we continue to gather information on the conferences so that we can promote those conferences for the regions.

At last year’s board meeting, an offer was made for the headquarters staff to plan the Spring Conferences. One region took the staff up on its offer, Region 5. Throughout the last six months, the conference has been planned by the staff with the assistance and guidance of Region 5 Director Liz Hansen.

Citizen Journalism Academy
The first CJA programs were held during the summer of 2008 in Chicago, Los Angeles and Greensboro, N.C. The remaining grant funds are being used to host a program on May 9 in Denver and another one in Minneapolis this summer. The biggest obstacle we encountered was learning how to market the program to citizen journalists. We believe a viral approach is the best
way to market this program and we will be asking bloggers in the Denver and Minneapolis area to help us spread the word.

**Town Hall Meetings**

During Ethics in Journalism Week 2009, April 26-May 2, 12 Town Hall Meetings will be hosted in the following cities: Baltimore, Cleveland, Denver, Houston, Indianapolis, Knoxville, Los Angeles, Minneapolis, Montgomery, Portland (Maine), Seattle and St. Louis. The meetings aim to restore the public’s faith in the press by equipping the public with tools to evaluate all forms of journalism. Each program will start off with an opening statement on the Code of Ethics and SPJ’s commitment to ethical journalism written by Fred Brown. The intent is that it will provide a consistent message to kick off all 12 programs. The balance of the program will feature a small panel and a moderator that will address questions from the public and may focus on some scenarios that are community-specific.

**Membership**

As you all know by now, which has been reported in our weekly membership reports, our numbers are down. We are hovering around 8,500 members, which is lower than last year’s spring average of about 9,200. For some historical perspective, SPJ suffered the same type of membership lull in 2001-02 when the economy tanked following 9/11.

There has been much debate among journalism groups about how to retain members when times are tough – from hardship/transitional memberships to special promotional programs designed to keep those who are leaving us. And make no mistake, all journalism groups are suffering right now. But after much research, we have learned that these programs aren’t translating into member retention – although the message that these ideas sends is viewed as positive. In short: There is no magic pill.

Because of this, we have decided to take a tried-and-true approach in regards to membership: Offer a great product, and bend over backward to make sure they are happy.

To help improve that customer service, we have worked to ensure that our standard membership communication is more personal. Our goal is to reach out to each member on a friendly, casual level. This concept helps to create a bond between our members and staff rather than our members and a faceless entity across the country. We believe that this approach, combined with our array of professional development programs and resources, is the best tactic as the fight for limited dollars continues during these tough times.

Another way we hope to improve retention is to beef up our support of local chapters. We realize that many people are members simply because of the networking opportunities available at the local level. A large portion of our members don’t know SPJ outside of their own backyard. Yet, many chapter leaders step into the role unprepared and overwhelmed. Our goal is to alleviate those concerns and guide all new leaders so that they may enjoy a successful term – full of programs and services that their local members will find valuable. The first step in this has already happened, with an e-mail from Linda Hall thanking the leaders and requesting that she be included on all chapter mailing lists. This will ensure that we may pass along successful program ideas and support to all chapters. The second step will soon follow with personal calls to each
professional chapter leader. We want to identify any potential problems before they become detrimental. This, of course, is in addition to the Scripps Howard Leadership program offered each summer.

AWARDS
The Sigma Delta Chi Awards received 918 entries this year, a 9% decrease over last year. The average number of entries for the past three years has been 1,037. Several entrants commented that budgetary constraints reduced the amount of entries their media organizations could submit.

The Mark of Excellence Awards received 3,678 entries this year, a 5.7% increase over last year. The average number of MOE entries over the last three years has been 3,494. Most regions surpassed last year’s numbers, but Region 4 stood out with a 43% increase in entries over the past year. (542 entries in the 2008 contest, versus 377 in 2007)

You may notice in the proposed budget for FY2010, revenue and expenses for the MOE Awards are budgeted higher because categories for the 2009 contest will increase from 39 to 78. The expanded categories are a result of further stratifying the awards and are designed to allow junior colleges the opportunity to compete against schools of similar size. The SDX Awards will also be further stratified, being more inclusive of smaller media outlets.

Because of the anticipated increase in awards entries, staff is researching companies that operate online awards management systems. Taking the awards online will ease award administration, allow for easier judging and enable entrants to pay online.

The New America Award saw a large increase in submissions, due to rule changes and increased marketing. (61 entries this year, versus 4 entries last year) The 2009 New America Award will include an entry fee for the first time to help cover the award’s administration costs.

MARKETING AND PUBLIC RELATIONS
Since the beginning of the year, we have issued more than 10 different press releases related to issues such as federal shield legislation, jailed journalists, new media, FOI access and ethics. That’s more than two a month. This doesn’t take into consideration the communication we have regularly with our members, such as SPJ Leads, help and support to our local chapters, and additional marketing about our national programs and services.

President Dave Aeikens and the communications staff have answered dozens of press inquiries since the first of the year. The topics of inquiry have concentrated mainly on two subjects: the federal Shield Law and the changes in the journalism industry that have resulted in layoffs and closings.

Between Feb. 15 and March 15, 2009, SPJ was mentioned about 100 times in newspaper and other Web-based wire stories, according to the tracking software of Vocus (a marketing/communications database). Mentions of national SPJ news are prominent in the days immediately following a press release (such as when the Shield Law was reintroduced in the House of Representatives on Feb. 11, 2009). However, most media mentions of SPJ occur at the local level, reviewing chapter programs or announcing the winners of local awards contests.

Although not a direct effort to distribute SPJ news releases, the marketing in January of the new Journalists Toolbox went very well. Close to 50,000 journalists across the country – mostly editors and reporters working in print, broadcast and online media – received direct e-mail
messages informing them of the usefulness of the Toolbox and the connection to SPJ. The response was overwhelmingly positive. A few of the comments include:

- “Thank you for providing such a marvelous resource.”
- “I just forwarded to our whole newsroom. We’ll be using it here.”
- “Thanks very much. As former president of the Cardinal States Chapter and a founding father of the campus chapter of ‘SDX’ at Northern Illinois University, I’m pleased to see how this organization has developed over time to become increasingly relevant to its membership.”

QUILL
Judging by the recent comments we have been receiving in regards to Quill, people have indeed noticed a “new and improved” product. We think the historical March issue will go down as an all-time favorite. Much of the credit should go to managing editor Amy Guyer and graphic designer Tony Peterson.

The next step is to take Quill to a new level in regards to content. While we have implemented more quick-hit graphical concepts into the magazine already, we are now going to work to land some industry heavy-hitters, much like we did in The Journalist. We feel that with our useful “how-to” pieces coupled with timely pieces written by the most respected journalists in the industry, Quill has the potential to become a reason people join and stay with the organization.

SPJ.ORG
There is no denying that SPJ.org is chock-full of wonderful resources, including the new Journalists Toolbox. But it’s time to step back and develop a plan that will truly present these resources in the best manner possible. Over the next year, one of our top priorities will be to evaluate the current site from top to bottom: Are we on a stable platform that allows us to grow? Is there a system that we can use to help organize the site? What can we do to make the site easier to navigate? What content should we be striving for? There are countless questions to ask, and we may not have all of the answers for some time. But it’s time we start asking.

Members expect much more of our Web site today than they did just five years ago. It is our job to make sure they find the site a valuable membership benefit.

|                | Week of 3/9/09           | 8/10/08  
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<td>Unique Views</td>
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<tr>
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<td>2.24 (-13.83%)</td>
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Source: Google Analytics
Top 10 Countdown Power Rankings

1. Front Page
2. Ethics Code
3. Ethics
4. Members Portal
5. Jobs
6. Mark of Excellence Awards
7. Geneva Conventions
8. Join Portal
9. Convention Front Page
10. Convention Highlights
## Composite View

### Proposed Budget

**Sigma Delta Chi Foundation**  
**FY 10**

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<thead>
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<th>Revenue</th>
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<td>Registration Fees</td>
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<td>Royalties/Membership Benefits/Supplements</td>
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<td>Management Fees - SOX</td>
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<td><strong>Total Revenue</strong></td>
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<td>Facilities Rental</td>
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<td>Marketing</td>
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<td>Free Lance labor</td>
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<tr>
<td>Participant/Travel</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$382,967.39</strong></td>
</tr>
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</table>

| Net Change in Assets | $210,017.01 |
|---|---|---|---|---|---|---|---|---|---|
| **Revenue** | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Contributions/Grants | $ | | | | | | | | 54,996.25 |
| Interest and Dividends | | | | | | | | | 54,996.25 |
| Advertising Revenue | | | | | | | | | 54,996.25 |
| Merchandise Sales | | | | | | | | | 54,996.25 |
| 9% of Rolling Average | 4,175.08 | 10,401.04 | 119,089.22 | 2,605.78 | 33,555.13 | 820.00 | 14,410.16 | 313,234.85 | 607,988.15 |
| Gift Subscriptions | | | | | | | | | 607,988.15 |
| Awards Revenue | | | | | | | | | 607,988.15 |
| Registration Fees | | | | | | | | | 607,988.15 |
| Royalties/Membership Benefits/Supplementary | | | | | | | | | 607,988.15 |
| Management Fees - SDX | | | | | | | | | 607,988.15 |
| **Total Revenue** | 4,175.08 | 10,401.04 | 119,089.22 | 2,605.78 | 33,555.13 | 820.00 | 14,410.16 | 368,722.19 | 562,984.40 |
| **Expenses** | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; |
| Salaries | | | | | | | | | 100,484.83 |
| Travel & Meals/Taxes | 4,175.08 | 10,401.04 | 119,089.22 | 2,605.78 | 33,555.13 | 820.00 | 14,410.16 | 368,722.19 | 100,484.83 |
| Payroll Taxes | | | | | | | | | 100,484.83 |
| Health Insurance | | | | | | | | | 100,484.83 |
| 401k Match | | | | | | | | | 100,484.83 |
| Employment Education/Training | | | | | | | | | 100,484.83 |
| Payroll Related Charges | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 8,434.67 |
| Workers' Compensation Insurance | | | | | | | | | 8,434.67 |
| Liability Insurance | | | | | | | | | 8,434.67 |
| Property Taxes | | | | | | | | | 8,434.67 |
| Home Maintenance | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 55.00 |
| UnRelated Expenditures | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 55.00 |
| Rent-Rental | | | | | | | | | 55.00 |
| Software Maintenance/Upgrades | | | | | | | | | 55.00 |
| Internet Connectivity | | | | | | | | | 55.00 |
| Website Expense/Maintenance | | | | | | | | | 55.00 |
| Consulting Fees | | | | | | | | | 55.00 |
| Depreciation/Amortization | | | | | | | | | 55.00 |
| Computer Services/Consulting/Maintenance | | | | | | | | | 55.00 |
| Audit/Accounting Fees | | | | | | | | | 11,450.00 |
| Legal Fees | | | | | | | | | 11,450.00 |
| Office Supplies | | | | | | | | | 11,450.00 |
| Postage/Shipping | | | | | | | | | 11,450.00 |
| Printing | | | | | | | | | 11,450.00 |
| Employment Recruiting | | | | | | | | | 11,450.00 |
| Dues and Subscriptions | | | | | | | | | 11,450.00 |
| Miscellaneous | | | | | | | | | 11,450.00 |
| Employee Travel/Meals | | | | | | | | | 11,450.00 |
| Merchant Fees/Credit Card Processing | | | | | | | | | 11,450.00 |
| Investment Account Fees/Banking Fees | | | | | | | | | 11,450.00 |
| Consulting/Honoraria | | | | | | | | | 11,450.00 |
| 401k/403b Related Charges | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Contributions/Campaigns | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Fundraising Expense | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Outside Services | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Events, Meals and Banquets | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Facilities Rental | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Marketing | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Free Lancer Labor | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| Participant Travel | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | &nbsp; | 11,450.00 |
| **Total Expenses** | 4,175.08 | 10,401.04 | 119,089.22 | 2,605.78 | 33,555.13 | 820.00 | 14,410.16 | 313,234.85 | 355,289.22 |
| **Net Changes in Assets** | (5.00) | 18,901.04 | 44,689.22 | 335.78 | 12,555.13 | 830.00 | 183,234.12 | 229,915.10 | 229,915.10 |
| Average Balance for the Prior Rolling 4 Quarters as of 1/31/09 |
|-------------------------------|----------------|----------------|----------------|----------------|
| NCB - General                 | $116,820.28  | $68,603.03   | $49,567.12   | $64,629.49    |
| NCB - Speakers Bureau         | $0.00        | $0.00        | $0.00        | $0.00         |
| NCB - B. Keys                 | $1,506.90    | $1,506.89    | $1,506.89    | $1,506.89     |
| NCB - Ethics Fund             | $100.00      | $100.00      | $100.00      | $100.00       |
| Total NCB                     | $118,427.18  | $70,208.92   | $51,174.01   | $66,236.38    |
| Pufflamil Gen - Charles Schwab| $8,674,400.08| $5,855,054.20| $4,269,668.30| $4,589,101.89|
| Professional Development - Charles Schwab | $825,207.79 | $768,590.19 | $567,094.82 | $523,517.98  |
| Archibald Scholarship - Charles Schwab | $101,157.75 | $94,190.67 | $72,271.73 | $68,718.20  |
| FOI - Charles Schwab          | $469,523.75  | $437,309.67  | $335,515.61  | $309,733.84  |
| Taishoff Fund - Charles Schwab| $67,902.55   | $63,243.74   | $48,522.28   | $44,793.72   |
| Beverly Keys                  | $14,476.92   | $13,463.65   | $10,346.02   | $9,550.08    |
| Ethics Fund                   | $19,821.68   | $18,461.71   | $14,033.47   | $12,955.10   |
| Speakers Bureau               | $8,405.85    | $5,970.22    | $4,584.34    | $4,234.10    |
| Total Charles Schwab General Commingled | $8,078,876.37 | $7,256,312.05 | $6,321,735.67 | $5,560,604.91 |
| Pufflamil Editorial - Charles Schwab | $2,818,278.11 | $2,051,137.00 | $2,118,484.18 | $1,939,238.09 |
| Quill Endowment - Charles Schwab | $275,132.83  | $271,787.44  | $232,710.33  | $225,578.86  |
| Total Cash and FMV of Charles Schwab | $111,290,714.49 | $10,249,448.41 | $7,724,104.09 | $7,791,658.24 |
| Morgan Stanley - Pufflamil General | $1,235,848.95 | $1,409,216.33 | $885,538.21  | $0.00        |
| Per Balance Sheet             | $12,526,663.44 | $11,858,682.74 | $8,589,642.30 | $7,791,658.24 |
| Check                         | $0.00        | $0.00        | $0.00        | $0.00        |

<table>
<thead>
<tr>
<th>Average Prior Qtrs</th>
<th>5% of rolling avg.</th>
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<td>Pulliam General</td>
<td>$7,927,069.31</td>
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<tr>
<td>Pulliam Fellowship</td>
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<td>Professional Development</td>
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<td>FOI</td>
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<td>Quill Endowment</td>
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<td>Taishoff</td>
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<td>Keys</td>
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<tr>
<td>Speakers Bureau</td>
<td>$8,405.85</td>
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</table>

| Summarized Total    | $12,526,663.44     | $11,858,682.74     | $8,589,642.30       | $7,791,658.24       | $10,141,631.68     | $508,926.63        |
## SDX Management Share of Allocable Expenses

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<th>Item</th>
<th>Salaries</th>
<th>Master Allocable expenses</th>
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<td>Employee Education/Training</td>
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<tr>
<td>Payroll Related Charges</td>
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<tr>
<td>Website Expense/Maintenance</td>
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<td>Computer Lease</td>
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<tr>
<td>Computer Services/Consulting/Maintenance</td>
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<td>$63,000.00</td>
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<tr>
<td>Audit/Accounting Fees</td>
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<td>Legal Fees</td>
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<td>Postage/Shipping</td>
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<tr>
<td>Printing</td>
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<td>$8,369.00</td>
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<td>Employment Recruiting</td>
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<td>$7,897.62</td>
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<td>Dues and Subscriptions</td>
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<td>Investment Account Fees/Banking Fees</td>
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<td>$</td>
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<td>Consulting/Honorariums</td>
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<td>$</td>
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<tr>
<td>401k Related Charges</td>
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<td>$</td>
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<tr>
<td>Contributions/Grants/Awards</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Miscellaneous Expense</td>
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<tr>
<td>Outside Services</td>
<td>$</td>
<td>$</td>
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<tr>
<td>Events, Meals and Banquets</td>
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<tr>
<td>Facilities Rental</td>
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<td>$</td>
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<td>Marketing</td>
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<td>Free Lance labor</td>
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<td>Participant Travel</td>
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<td>$</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$19,898.17</strong></td>
<td><strong>$295,880.15</strong></td>
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Grants Awarded Budget: 2010

Pre-Approved Grants

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>University of GA Part of 3 year grant</td>
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</table>

Grants Under Consideration

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
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</table>

Grants Awarded By Fund (without SDX ongoing programs)

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General Fund</td>
<td>Contributions/Grants/Awards</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship Fund</td>
<td>Contributions/Grants/Awards</td>
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</tr>
<tr>
<td>Professional Development Fund</td>
<td>Contributions/Grants/Awards</td>
<td></td>
</tr>
<tr>
<td>FOI Fund</td>
<td>Contributions/Grants/Awards</td>
<td></td>
</tr>
<tr>
<td>Archibald Fund</td>
<td>Contributions/Grants/Awards</td>
<td></td>
</tr>
<tr>
<td>Taishoff Fund</td>
<td>Contributions/Grants/Awards</td>
<td></td>
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</table>
### SDX General Operating Expenses 2010

#### FY 10

<table>
<thead>
<tr>
<th>Board Expenses</th>
<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</td>
<td>Expense</td>
<td>Flowers/Tokens</td>
<td>28</td>
<td>$30.00</td>
<td>$840.00</td>
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<tr>
<td>Pulliam General</td>
<td>Board-Related</td>
<td>Expense</td>
<td>Spring Board Reception</td>
<td>28</td>
<td>$8.00</td>
<td>$224.00</td>
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<tr>
<td>Pulliam General</td>
<td>Board-Related</td>
<td>Expense</td>
<td>Fall Board Refreshments</td>
<td>28</td>
<td>$32.00</td>
<td>$968.00</td>
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<tr>
<td>Pulliam General</td>
<td>Board-Related</td>
<td>Expense</td>
<td>Board Books (annual)</td>
<td>26</td>
<td>$6.50</td>
<td>$169.00</td>
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<td>Pulliam General</td>
<td>Board-Related</td>
<td>Expense</td>
<td>Board Packets</td>
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<td>$5.00</td>
<td>$300.00</td>
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**Total:** $2,929.00

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<tr>
<th>Employee Travel</th>
<th>Fund</th>
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<th>Item</th>
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<th>Per Unit Cost</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Expense</td>
<td>Convention Hotel</td>
<td>3</td>
<td>$200.00</td>
<td>$600.00</td>
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<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Expense</td>
<td>Convention Airfare</td>
<td>0</td>
<td>$300.00</td>
<td>$0.00</td>
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<tr>
<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Expense</td>
<td>Convension Miscellaneous</td>
<td>2</td>
<td>$160.00</td>
<td>$320.00</td>
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<tr>
<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Expense</td>
<td>SDX Awards Banquet Hotel</td>
<td>1</td>
<td>$300.00</td>
<td>$300.00</td>
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<tr>
<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Expense</td>
<td>SDX Awards Banquet Airfare</td>
<td>1</td>
<td>$100.00</td>
<td>$100.00</td>
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**Total:** $1,520.00

<table>
<thead>
<tr>
<th>Staff Development</th>
<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>Dues and Subscriptions</td>
<td>Expense</td>
<td>AFP Membership</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>Pulliam General</td>
<td>Employee Education/Training</td>
<td>Expense</td>
<td>Conference Participation</td>
<td></td>
<td>$1,250.00</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Dues and Subscriptions</td>
<td>Expense</td>
<td>Chronicle of Philanthropy</td>
<td></td>
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<td>$75.00</td>
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**Total:** $1,325.00

<table>
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<tr>
<th>Audit/Accounting Fees</th>
<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>Audit/Accounting Fees</td>
<td>Expense</td>
<td>Audit</td>
<td></td>
<td>$9,350.00</td>
<td>$9,350.00</td>
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<tr>
<td>Pulliam General</td>
<td>Audit/Accounting Fees</td>
<td>Expense</td>
<td>990 Filing</td>
<td></td>
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<td>$2,100.00</td>
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**Total:** $11,450.00

<table>
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<tr>
<th>Annual Report</th>
<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>Outside Services</td>
<td>Expense</td>
<td>Art Acquisition</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Outside Services</td>
<td>Expense</td>
<td>Mail House Fees</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Printing</td>
<td>Expense</td>
<td>Report</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Printing</td>
<td>Expense</td>
<td>Response Envelope</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Printing</td>
<td>Expense</td>
<td>Mailing Envelope</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Printing</td>
<td>Expense</td>
<td>Cover letterhead</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
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**Total:** $0.00

<table>
<thead>
<tr>
<th>Office Supplies</th>
<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>Office Supplies</td>
<td>Expense</td>
<td>$500.00</td>
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<td></td>
<td>$500.00</td>
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</table>

<table>
<thead>
<tr>
<th>Software Issues</th>
<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>Software Maintenance/Upgrades</td>
<td>Expense</td>
<td>IMIS Fund Raising Module License</td>
<td>1</td>
<td>$500.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Computer Services/Consulting/ Maintenance</td>
<td>Expense</td>
<td>IMIS Support</td>
<td></td>
<td>$2,500.00</td>
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**Total:** $3,000.00

**Total:** $20,724.00
### SDX Foundation Fund Raising Budget: 2009-10

#### Revenue

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>No. Conta</th>
<th>No. Respc</th>
<th>Average G</th>
<th>Total</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam Ge Contributio Fall Appeal</td>
<td>2,500</td>
<td>50</td>
<td></td>
<td></td>
<td>$90</td>
<td>$4,500</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Fall Handw</td>
<td>800</td>
<td>40</td>
<td></td>
<td></td>
<td>$100</td>
<td>$4,000</td>
<td>(assumes 5% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Fall Newsle</td>
<td>5,000</td>
<td>100</td>
<td></td>
<td></td>
<td>$50</td>
<td>$5,000</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Annual Rep 5</td>
<td>5,000</td>
<td>25</td>
<td></td>
<td></td>
<td>$50</td>
<td>$1,250</td>
<td>(assumes .5% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio E Soliciatti</td>
<td>12,000</td>
<td>60</td>
<td></td>
<td></td>
<td>$50</td>
<td>$3,000</td>
<td>(assumes .5% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Thanksgiving</td>
<td>150</td>
<td>0</td>
<td></td>
<td></td>
<td>$0</td>
<td>$0</td>
<td>(assumes 0% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Tax Staterr</td>
<td>400</td>
<td>8</td>
<td></td>
<td></td>
<td>$50</td>
<td>$400</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio New/Rene</td>
<td>2,000</td>
<td>60</td>
<td></td>
<td></td>
<td>$25</td>
<td>$1,500</td>
<td>(assumes 3% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Spring Nav</td>
<td>5,000</td>
<td>100</td>
<td></td>
<td></td>
<td>$50</td>
<td>$5,000</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Invoice Apj 125</td>
<td>9,000</td>
<td>125</td>
<td></td>
<td></td>
<td>$65</td>
<td>$6,125</td>
<td>(assumes averages based on previous years)</td>
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<tr>
<td>Puliam Ge Contributio Summer N</td>
<td>5,000</td>
<td>100</td>
<td></td>
<td></td>
<td>$50</td>
<td>$5,000</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Ready to L</td>
<td>200</td>
<td>20</td>
<td></td>
<td></td>
<td>$100</td>
<td>$2,000</td>
<td>(assumes 10% response)</td>
</tr>
<tr>
<td>Puliam Ge Contributio Leadership</td>
<td>41</td>
<td>31</td>
<td></td>
<td></td>
<td>$495</td>
<td>$15,221</td>
<td>(assumes 75% response)</td>
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<tr>
<td>Puliam Ge</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>$54,996</td>
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</table>

#### Expenses

**Fall Appeal**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam Ge Fund Raisi Letterhead</td>
<td>2500</td>
<td></td>
<td></td>
<td>$500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puliam Ge Fund Raisi Carrier Envelope</td>
<td>2500</td>
<td></td>
<td></td>
<td>$250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puliam Ge Fund Raisi Return Dev</td>
<td>2500</td>
<td></td>
<td></td>
<td>$200.00</td>
<td></td>
<td></td>
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<tr>
<td>Puliam Ge Fund Raisi Postage</td>
<td>2500</td>
<td>0.42</td>
<td></td>
<td>$1,050.00</td>
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<td>first class postage</td>
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<tr>
<td>Puliam Ge Fund Raisi Mall House</td>
<td>2500</td>
<td>0.176</td>
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<td></td>
<td></td>
<td></td>
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<td>$2,440.00</td>
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</table>

**Fall Handwritten Card**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam Ge Fund Raisi Notecards</td>
<td>800</td>
<td></td>
<td></td>
<td>$100.00</td>
<td></td>
<td>in stock</td>
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<tr>
<td>Puliam Ge Fund Raisi Carrier Envelope</td>
<td>800</td>
<td></td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puliam Ge Fund Raisi Return Dev</td>
<td>800</td>
<td></td>
<td></td>
<td>$50.00</td>
<td></td>
<td></td>
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<tr>
<td>Puliam Ge Fund Raisi Postage</td>
<td>800</td>
<td>$0.08</td>
<td></td>
<td>$67.20</td>
<td></td>
<td>includes reply postage</td>
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<tr>
<td>Puliam Ge Fund Raisi Vendor Felix</td>
<td>800</td>
<td>$1.80</td>
<td></td>
<td>$1,440.00</td>
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<td></td>
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<td>$1,657.20</td>
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**Fall Newsletter**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam Ge Fund Raisi Newsletter</td>
<td>5000</td>
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<td></td>
<td>$1,274.00</td>
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<td>$225.00</td>
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<td></td>
<td>$366.00</td>
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<tr>
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<td>$1,250.00</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>$410.00</td>
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<td>$3,525.00</td>
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</table>

**Annual Report**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam Ge Fund Raisi Printing co</td>
<td>5000</td>
<td></td>
<td></td>
<td>$3,420.00</td>
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<tr>
<td>Puliam Ge Fund Raisi Return Dev</td>
<td>5000</td>
<td></td>
<td></td>
<td>$366.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puliam Ge Fund Raisi Postage</td>
<td>5000</td>
<td>0.2</td>
<td></td>
<td>$1,000.00</td>
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<tr>
<td>Puliam Ge Fund Raisi Mall House</td>
<td>5000</td>
<td>$400.00</td>
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</tbody>
</table>
## SDX Fundraising Budget 2010

### E-Solicitation

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Vendor Fee</td>
<td>12,000</td>
<td>$8,625.00</td>
<td></td>
<td>$8,625.00</td>
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</tr>
</tbody>
</table>

### Thanksgiving Cards

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Thanksgiving</td>
<td>150</td>
<td>$2.00</td>
<td></td>
<td>$300.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Postage</td>
<td>150</td>
<td>$0.42</td>
<td></td>
<td>$63.00</td>
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</tbody>
</table>

### Tax Statement

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Receipt Bls</td>
<td>400</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Carrier Env</td>
<td>400</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Reply Env</td>
<td>400</td>
<td>$0.00</td>
<td></td>
<td>$35.00</td>
<td></td>
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<tr>
<td>Pulliam Ge Fund Raisi Postage</td>
<td>400</td>
<td>$0.42</td>
<td></td>
<td>$168.00</td>
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### Invoice Appeal

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Invoice Ins</td>
<td>9,000</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
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</table>

### New/Renew

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Notecards</td>
<td>2000</td>
<td>$200.00</td>
<td></td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Carrier Env</td>
<td>2000</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Return Dev</td>
<td>2000</td>
<td>$144.00</td>
<td></td>
<td>$144.00</td>
<td></td>
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<tr>
<td>Pulliam Ge Fund Raisi Postage</td>
<td>2000</td>
<td>$0.82</td>
<td></td>
<td>$1,640.00</td>
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<tr>
<td>Pulliam Ge Fund Raisi Vendor Fee</td>
<td>2000</td>
<td>$1.80</td>
<td></td>
<td>$3,600.00</td>
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</table>

### Spring Newsletter

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Newsletter</td>
<td>5000</td>
<td>$1,274.00</td>
<td></td>
<td>$1,274.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Carrier Env</td>
<td>5000</td>
<td>$225.00</td>
<td></td>
<td>$225.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Return Dev</td>
<td>5000</td>
<td>$366.00</td>
<td></td>
<td>$366.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Postage</td>
<td>5000</td>
<td>$0.25</td>
<td></td>
<td>$1,250.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Mail House</td>
<td>5000</td>
<td>$410.00</td>
<td></td>
<td>$410.00</td>
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</tbody>
</table>

### Summer Newsletter

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desc</th>
<th>Quantity</th>
<th>Per Unit C</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund Raisi Newsletter</td>
<td>5000</td>
<td>$1,274.00</td>
<td></td>
<td>$1,274.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Carrier Env</td>
<td>5000</td>
<td>$225.00</td>
<td></td>
<td>$225.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Return Dev</td>
<td>5000</td>
<td>$366.00</td>
<td></td>
<td>$366.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Postage</td>
<td>5000</td>
<td>$0.25</td>
<td></td>
<td>$1,250.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund Raisi Mail House</td>
<td>5000</td>
<td>$410.00</td>
<td></td>
<td>$410.00</td>
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</tr>
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</table>
# SDX Fundraising Budget 2010

$3,525.00

**Ready to Lapse Handwritten Appeal**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Note Cards</td>
<td>200</td>
<td>$0.00</td>
<td>$20.00</td>
<td></td>
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<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Carrier Env</td>
<td>200</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Postage</td>
<td>200</td>
<td>$0.84</td>
<td>$168.00</td>
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<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Return Dev</td>
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<td>$1.80</td>
<td>$360.00</td>
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<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Vendor Fee</td>
<td>200</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$566.00</td>
<td></td>
</tr>
</tbody>
</table>

**Notes**
- in stock
- includes reply postage

**Donor Stewardship**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Desci</th>
<th>Quantity</th>
<th>Per Unit</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Letterhead</td>
<td>719</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Carrier Env</td>
<td>719</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam Ge Fund</td>
<td>Raisi Thank You</td>
<td>719</td>
<td>$0.42</td>
<td>$301.98</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$301.98</td>
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</tr>
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</table>

$35,501.18
## SDX Programs Budget 2010

### FY 10

<table>
<thead>
<tr>
<th>Program</th>
<th>Fund</th>
<th>Account</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Grad Communication Intern</td>
<td>Pro Development</td>
<td>Intern Salaries/Taxes</td>
<td>$21,000.00 (Intern Salary)</td>
</tr>
<tr>
<td></td>
<td>Pro Development</td>
<td>Outside Services</td>
<td>$5,000.00 (Adviser Stipend)</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>$26,000.00</td>
</tr>
<tr>
<td>Pulliam Editorial Fellowship</td>
<td>Pulliam Editorial</td>
<td>Awards</td>
<td>$20,000.00 Fellowship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Postage/Shipping</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Participant Travel</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Pulliam Kilgore Interns</td>
<td>Pulliam General</td>
<td>Intern Salaries/Taxes</td>
<td>$9,000.00 (2 Interns: 10 weeks at $400 per week plus taxes)</td>
</tr>
<tr>
<td>Pulliam First Amendment Award</td>
<td>Pulliam General</td>
<td>Awards</td>
<td>$10,000.00 award</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Outside Services</td>
<td>$750.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone</td>
<td>$75.00</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>$11,850.00</td>
</tr>
<tr>
<td>High School Essay Contest</td>
<td>Pulliam General</td>
<td>Awards</td>
<td>$1,850.00 plus $1,000, $500, $350 scholarships</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Postage/Shipping</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Archibald Communications Intern</td>
<td>Archibald</td>
<td>Intern Salaries/Taxes</td>
<td>$4,179.08 (10 weeks at $400 per week plus taxes)</td>
</tr>
<tr>
<td>Taishoff Speaker</td>
<td>Taishoff</td>
<td>Grants</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>R.D.G. Lewis First Amendment Award</td>
<td>FOI</td>
<td>Awards</td>
<td>$500.00</td>
</tr>
</tbody>
</table>
### Sigma Delta Chi Foundation Expense Summary

**FY 2010**

<table>
<thead>
<tr>
<th>Income</th>
<th>5% Rolling Avg.</th>
<th>$507,988.15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Contributions</td>
<td>$54,996.25</td>
</tr>
<tr>
<td></td>
<td>Total Revenue</td>
<td>$562,984.40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Grants/Awards</th>
<th>$32,260.16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Allocable (shared expenses with SPJ) Expenses</td>
<td>$19,898.17</td>
</tr>
<tr>
<td></td>
<td>Salaries, Benefits of SDX staff and shared SPJ Staff</td>
<td>$133,404.80</td>
</tr>
<tr>
<td></td>
<td>Intern Salaries</td>
<td>$34,179.08</td>
</tr>
<tr>
<td></td>
<td>Fundraising Related Expenses</td>
<td>$35,501.18</td>
</tr>
<tr>
<td></td>
<td>Other Direct Expenses</td>
<td>$97,724.00</td>
</tr>
<tr>
<td></td>
<td>Total Expenditures</td>
<td>$352,967.39</td>
</tr>
</tbody>
</table>

| Net Surplus | $210,017.01 |

### Grants and Awards Detail

- Quill: $14,410.16
- Taishoff: $2,500.00
- Uof GA: $3,000.00
- First Amendment Award: $10,000.00
- High School Essay: $1,850.00
- RDG Lewis First Amend: $500.00

### Other Direct Expense Detail

- Pulliam Fellowship Book: $75,000.00
- Accounting Fees: $11,450.00
- Board Related: $2,929.00
- Software Maintenance: $3,000.00
- Other: $5,345.00

$97,724.00
MEMORANDUM

DATE: April 19, 2009
FROM: Amy Posavac, Director of Development
SUBJ: Development Report
FOR: Sigma Delta Chi Foundation Board of Directors

<table>
<thead>
<tr>
<th>FYTD</th>
<th>Funds Raised</th>
<th># of Gifts</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>$42,010</td>
<td>340</td>
<td></td>
</tr>
<tr>
<td>2007-08</td>
<td>$31,698</td>
<td>176</td>
<td>Includes $15,000 from the Dubin Foundation</td>
</tr>
<tr>
<td>2006-07</td>
<td>$20,802</td>
<td>165</td>
<td></td>
</tr>
</tbody>
</table>

Successes
The SDX Foundation has had a number of successes this fall, with the most obvious being the increase in number of donors, as well as the number of overall dollars raised. Our overall average gift amount is a very respectable $125.55.

The handwritten appeal in October yielded $19,000 and 130 donors (a 16% response rate). We are still receiving gifts from that campaign six months later!

The 2008 Tax Statement mailing also produced $1,700 in new gifts.

A test mailing to “new in 2008” members showed some promising results. A lower ask amount ($19.09 in honor of the founding year) will likely produce some better statistics.

Challenges
Typical appeal letters to our members are just not working. A redesigned package and a heartfelt message were not enough to do the trick last fall. New and innovative strategies must be implemented to continue this year’s momentum.

Upcoming Appeals
The Centennial lapel pin appeal will continue to be promoted at this summer’s Convention. Donors who give $100+ will receive a pin, with the hopes that it will create a “viral” effect, and spur others to do the same. A limited number of pins (250) were ordered, in an effort to create prestige.

Some very preliminary research has been done for an “e-appeal” in the fall. A personalized, interactive, “flash” presentation will be delivered to members’ inboxes, which will dump the viewer into a secure giving page. The fringe benefit
of this type of appeal is we can track behaviors such as "open rates" and "forward to a friend" features, something we don't get with traditional mail.

Awaiting Results
The first of what we hope to be a biannual newsletter was sent out on April 1. As of this writing, it is still too early to report on any statistics of this appeal.
MEMORANDUM

DATE: April 19, 2009
FROM: Terry Harper, Executive Director
SUBJ: GRANT REQUESTS FOR 2009-2010
FOR: Sigma Delta Chi Foundation Board of Directors

The purpose of this cover memorandum is to provide a brief overview of all grant requests considered by the SDX Grants Committee. Further, it highlights the committee’s recommendations.

Like every supporting foundation in the country today, Sigma Delta Chi is dealing with a serious blow to its endowment funds. The result is that there is less money to grant. Realizing this, SPJ requested less money than it has in years past -- $199,998.00. Just a year ago, SPJ requested $292,200.00

Several years ago The SDX Foundation adopted a spending policy that allows it to spend up to five percent of its corpus each year based upon a rolling average of the previous four quarters. Added to this rolling average is the amount we anticipate we will raise during the fiscal year, as well.

This total amount must fund the operations of the SDX Foundations (staff, overheard, fundraising, etc.), as well as all SDX Foundation programs including the Pulliam Editorial Fellowship (this year the Foundation is producing a commemorative book celebrating the First Amendment), the Pulliam Kilgore Internships, the Ward Neff and Archibald interns which last year were combined into a one-year post graduate communications internship, etc.

For 2009 – 2010, the rolling average of the Foundation’s corpus as of January 31, 2009 makes a total of $507,988.15 available. Director of Development Amy Posavac has budgeted a total of $54,996.25 in contributions for a grand total of $562,984.40. The Foundation’s projected expenses for 2009-2010 are $352,967.39. After subtracting those expenses, that leaves a total of $210,071.01 available with which to make grants or spend in other ways the SDX Foundation so determines.

Below is a summary of the grants and the Grants Committee’s recommendations. In short, the committee recommends: granting in full all four of SPJ’s requests (totaling $199,998.00); granting in full the Ethics Hold’em program ($2,500); and granting $5,000 to the NFOIC for its convention. The remaining $2,500 was not “awarded” as committee chair Robert Leger was to get more information from the University of Idaho regarding its request.
A list of all grant requests follows:

2009-2010 Grant Requests

<table>
<thead>
<tr>
<th>Grant Request</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPJ National Journalism Conference Education</td>
<td>$53,128.00</td>
</tr>
<tr>
<td>SPJ Reporters Institute</td>
<td>$56,050.00</td>
</tr>
<tr>
<td>SPJ MOE Staff Support</td>
<td>$27,680.00</td>
</tr>
<tr>
<td>SPJ Training Programs</td>
<td>$63,140.00</td>
</tr>
<tr>
<td><strong>TOTAL SPJ REQUESTS</strong></td>
<td><strong>$199,998.00</strong></td>
</tr>
<tr>
<td>NCEW Foundation Minority Writers Seminar</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Illinois First Amendment Center</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>NFOIC 2010 Annual Conference</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Michael Koretzky South Florida Pro Ethics Hold’Em</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>South Florida Pro First Amendment Free Food Festival</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>University of Idaho JAMM Summer Program</td>
<td>$10,304.00</td>
</tr>
<tr>
<td>LA Pro Chapter Panel Discussion</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>NorCal Pro Chapter Vanishing Newsroom Program</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Nat. Society of Newspaper Columnists Conference</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Media Law Center for Ethics &amp; Access at Kent State</td>
<td>$12,000.00</td>
</tr>
<tr>
<td><strong>TOTAL OUTSIDE ORG REQUESTS</strong></td>
<td><strong>$93,104.00</strong></td>
</tr>
<tr>
<td><strong>TOTAL REQUESTS</strong></td>
<td><strong>$293,102.00</strong></td>
</tr>
<tr>
<td><strong>TOTAL AVAILABLE SUBJ TO SDX FOUNDATION BOARD APPROVAL</strong></td>
<td><strong>$210,071.10</strong></td>
</tr>
</tbody>
</table>

**SPRING 2009 GRANT PROPOSAL SUMMARIES**

The Foundation received 14 grants for consideration during the spring board of directors meeting. Four requests are from SPJ and 10 are from outside organizations. Here are the summaries of each request.

1. **SPJ Training Programs**
   Requested Amount: $63,140
   Summary: SPJ seeks a grant to continue its ongoing Newsroom Training and Narrative Writing programs. These programs continue to be SPJ’s most popular training programs.
   **GRANTS COMMITTEE RECOMMENDATION:** Grant the full $63,140

2. **The Reporters Institute (2 sessions)**
   Requested Amount: $56,050
   Summary: SPJ seeks a grant to continue the Reporter’s Institute for print and broadcast journalists. The program provides in-depth training for professional journalists during their first three years on the job.
   **GRANTS COMMITTEE RECOMMENDATION:** Grant the full $56,050

3. **2009 National Convention Education**
   Requested Amount: $53,128
   Summary: SPJ seeks a grant to produce educational programs at its annual convention.
   **GRANTS COMMITTEE RECOMMENDATION:** Grant the full $53,128
4. Mark of Excellence Staff Support
Requested Amount: $27,680
Summary: SPJ seeks a grant to fund the coordination of the Mark of Excellence Awards honoring outstanding work by collegiate journalists.
GRANTS COMMITTEE RECOMMENDATION: Grant the full $27,680

5. NCEW Foundation Minority Writers Seminar
Requested Amount: $15,000
Summary: NCEW seeks a grant to continue its Minority Writers Seminar, now in its 14th year. The Foundation just fulfilled a five-year, $100,000 commitment to NCEW for this program.
GRANTS COMMITTEE RECOMMENDATION: Do not fund – feels the Foundation has provided plenty of support for this program.

6. Illinois First Amendment Center
Requested Amount: $10,000
Summary: The Illinois First Amendment Center seeks a grant to raise awareness and appreciation among young people – specifically through a high school newspaper contest and journalism workshops. Foundation money would be used for contest prizes ($7,000) and other costs associated with the workshops and contest judging.
GRANTS COMMITTEE RECOMMENDATION: Do not fund – recommended not funding on the basis it would be used primarily for contest award money.

7. NFOIC 2010 Annual Conference
Requested Amount: $10,000
Summary: NFOIC seeks a grant to help underwrite its annual conference. The Foundation has funded this program for several years as the grant money is used to help SPJ Sunshine Chairs travel to the convention.
GRANTS COMMITTEE RECOMMENDATION: Grant in the amount of $5,000.

8. South Florida Pro Chapter Ethics Hold’Em
Requested Amount: $2,500 – by SPJ board member Michael Koretzky
Summary: Koretzky seeks a grant to fund the printing of 100 Ethics Hold’Em decks and hire professional dealers and tables for an event at the 2009 SPJ Convention. The decks would then be given away to chapters.
GRANTS COMMITTEE RECOMMENDATION: Grant the full $2,500.

9. South Florida Pro Chapter First Amendment Free Food Festivals
Requested Amount: $2,000 – by SPJ board member Michael Koretzky
Summary: Koretzky seeks a grant to fund four First Amendment Free Food Festivals on selected campuses. The Foundation has funded this program in the past. GRANTS COMMITTEE RECOMMENDATION: Do not fund
10. University of Idaho JAMM Summer Program
    Requested Amount: $10,304
    Summary: The University of Idaho seeks a grant to help underwrite a journalism summer
    workshop aimed at teaching fundamentals to high school students and college freshmen.
The program focus on multicultural students.
    GRANTS COMMITTEE RECOMMENDATION: Reserve vote until Robert Leger follow
    up with requester to determine how to avoid some money going into University pockets.
    Leger to report back during today's meeting.

11. L.A. Pro Chapter Panel Discussion
    Requested Amount: $1,300
    Summary: The L.A. Pro Chapter seeks a grant to fund travel and production costs of a
    panel discussion on border drug violence and its impact on Southern California.
    GRANTS COMMITTEE RECOMMENDATION: Do not fund.

12. NorCal Pro Chapter Vanishing Newsroom Program
    Requested Amount: $20,000
    Summary: The chapter seeks a grant to fund a research project to study the impact of
    recent newsroom cutbacks and the quality of reporting in communities throughout
    Northern California.
    GRANTS COMMITTEE RECOMMENDATION: Do not fund.

13. National Society of Newspaper Columnists Conference
    Requested Amount: $10,000
    Summary: NSNC seeks a grant to help underwrite its 2009 annual conference.
    GRANTS COMMITTEE RECOMMENDATION: Do not fund.

14. Media Law Center for Ethics & Access at Kent State
    Requested Amount: $12,000
    Summary: Kent State seeks a grant to fund the 2009 Poynter KSU Media Ethics
    Workshop.
    GRANTS COMMITTEE RECOMMENDATION: Do not fund.
MEMORANDUM

DATE: April 19, 2009
FROM: Fred Brown
FOR: The boards of the Society of Professional Journalists and the Sigma Delta Chi Foundation

It appears we may have a publisher. Marion Street Press has expressed interest in publishing the Fourth Edition of “Doing Ethics in Journalism,” and by the time of our various meetings in mid-April, there most likely will be further developments. At this point, it seems likely those developments will be positive. In mid-March, they asked for copies of the manuscript, which I e-mailed them, and said they would draft a contract for our legal representative (at Baker & Hostetler) to review.

I sent copies of the manuscript to them; Terry sent copies of various copyright releases from the previous publishers and authors. By the time we all meet, I suspect we will have heard more from them.

Some background: Marion Street Press, as many of you know, was started by Ed Avis, former Quill editor. It publishes a number of titles, specializing in journalism-related books. Paul LaRoque says it has published his and Paula’s books. When I finally contacted Ed in mid-January, he was happy to hear that we were interested in using his publishing house. But he also was just then involved in selling the business to start a new publishing venture. He promised to see if the new owners were interested. They were.

Ed was in Chicago; the new owners are in Portland, Ore. Jim Schuette is the publisher, and Kel Winter is the chief editorial guy. They have both recently joined SPJ.

It will still take a while for the book to be published, unfortunately. Schuette says they’re thinking of listing it for their 2010 catalog. And there will be some more work to do. I’ve been told by veterans at this game that publishers aren’t keen about being presented fully ready-to-go manuscripts. They prefer to do some editing and revisions themselves.

And we could still use a couple of case studies. In fact, one of the appeals of SPJ’s involvement in this project is that we can constantly update case studies. If they aren’t included in the book, they can be accessed by users of the book on SPJ’s website. We also need to input the updated codes of ethics we have received from various employers.

Several other members of SPJ’s ethics committee have offered to help with the editing. So far I’ve had some very useful suggestions from Nerissa Young, which I incorporated into the manuscripts I sent to Marion Street. Mac McKerral, Liz Hansen, Mike Farrel and Jerry Dunklee also have volunteered to help edit.

With just a little more effort, it looks as though we may finally have a Fourth Edition.
AGENDA
EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 27, 2009
MINNEAPOLIS, MINNESOTA

1. Call to Order – Aeikens

2. Roll Call – Limor
   a. Aeikens
e. Brewer
   b. Smith
d. Ralston
   c. Limor
   f. Lunsford
   g. McCloskey

3. Approve Executive Committee Meeting Minutes
   a. January 10, 2009, Milwaukee, Wis. [page 1]
   b. February 20, 2009, Conference Call [page 5]
   c. April 17, 2009, Greencastle, Ind. [page 7]
   d. June 1, 2009, Conference Call [page 8]

4. Report of the SPJ President – Aeikens

5. Staff Report – Skeel/Vachon

6. Discussion Items
   a. Membership Extension Update - Skeel
   b. Professional Development Update - Vachon
   c. Annual Reports - Lunsford [page 10]
   d. Board of Directors Slate – Brewer [page 12]
   e. HQ Roof Update - Skeel
   f. 2009 Convention – Vachon
      i. Centennial Yearbook - Skeel
   g. 2010 Convention – Vachon
   h. 2011 Convention - Vachon
   i. Doing Ethics in Journalism (“ethics book”) – Brown
   j. Terry Harper Memorial Fund - McCloskey, Lunsford, Ralston
   k. Budget Update – Skeel/Vachon
   l. Executive Director Search – Smith, Limor
      i. Job description
      ii. Characteristics
      iii. Timeline
      iv. Scope
      v. Call for applications wording
      vi. Search logistics

7. Old/New Business
8. Awards [packet was mailed to first week of June]
   a. D.L. Eshelman Outstanding Campus Adviser
   b. Distinguished Teaching in Journalism
   c. Ethics in Journalism
   d. Fellows of the Society
   e. First Amendment
   f. Helen Thomas Lifetime Achievement
   g. Historic Site in Journalism
   h. Howard S. Dubin Outstanding Pro Member
   i. Julie Galvan Outstanding Graduate in Journalism
   j. Regional Director of the Year
   k. Sunshine
   l. Wells Key – officers only

9. Adjournment
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
THE SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 10, 2009
MILWAUKEE, WISCONSIN

MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 9:05 a.m. on Saturday, January 10, 2009, at the offices of the Wisconsin Law Journal in Milwaukee, Wisconsin.

ROLL CALL
In addition to President Aeikens, the following were present for all or portions of the meeting: President-Elect Kevin Smith; Secretary-Treasurer Hagit Limor; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Clint Brewer; Director-at-Large Bill McCloskey; Region 3 Director Darcie Lunsford; SDX Foundation President Steve Geimann; SDX Foundation Secretary and Past SPJ President Irwin Gratlz; SDX Foundation Board Member and Past SPJ President Fred Brown; Executive Director Terry Harper; Associate Executive Directors Chris Vachon and Joe Skeel.

PRESIDENT’S REPORT
Aeikens provided an update on the work of the SPJ committees. He stated that along with his travels, he has had 25 interviews mainly focused on the shield law and the state of the industry. Aeikens also reported that he is sending a letter to President-elect Obama asking to him uphold his campaign promises. In his upcoming months, he will be focused on the centennial and shield law work.

FOUNDATION PRESIDENT’S REPORT
Geimann explained that the Foundation’s endowment has taken a beating due to market activity. The amount available for the Foundation to provide grants will be affected; there will be less money for grants this year. On a positive note, fundraising efforts have been successful under the guidance of Development Director Amy Posavac. The number of gifts has tripled from previous years and there has been an increase in the amount donated to the Foundation.

WELLS KEY AWARD
The executive committee reviewed a proposal recommending that the Wells Key winner is notified prior to the convention of her/her selection. Past Wells Key winners have shared with us the challenges of sharing this moment with loved ones when the winner is kept confidential. There is still a desire to keep the selection confidential to continue the excitement and tradition of the announcement so the general membership will not notified prior to the convention of the Wells Key winner.

Upon proper motion and second by Smith and Lunsford, respectively, the Executive Committee voted to alert the Wells Key recipient, after the officers make the selection, of his/her selection and the recipient will be asked to keep the information confidential.

STAFF REPORT
Harper provided a written report of the Society’s operations prior to the meeting. He reported that finances are in good shape although we are beginning to feel the effects of the industry changes. The process has begun for the development of next fiscal year’s budget and the changes in the economy and the industry will need to be taken into consideration as the budget is developed.
SPJ purchased a resource site, The Journalist's Toolbox, from the American Press Institute. The site will be moving from the API site to our site in the near future. A great new benefit to members, The Toolbox contains more than 250 articles covering more than 45 unique topics.

MEETING MINUTES APPROVED
Upon proper motion and second by Ralston and Limor, respectively, the committee approved the minutes from the June 21, 2008 Executive Committee meeting.

Upon proper motion and second by McCloskey and Brewer, respectively, the committee approved the minutes from the November 12, 2008 Executive Committee meeting.

ETHICS COMMITTEE RECOMMENDATION
At the request of President Aeikens, the ethics committee was tasked with how SPJ can react to industry wide ethical gaps. The committee had an anecdotal example which initiated the conversation. The executive committee reviewed the report from Ethics Chair Andy Schotz and decided not to take action on the information from the committee.

SPRING CONFERENCES
President Aeikens asked if the national officers would like to attend any of the Spring Conferences. Below is a list of the conferences and the officers attending:
Region 1: Dave Aeikens
Region 2: Hagit Limor
Region 3: Hagit Limor
Region 4: Neil Ralston
Region 5: Neil Ralston
Region 6: Dave Aeikens
Region 7: Neil Ralston
Region 8: Hagit Limor
Region 9: Kevin Smith
Region 10: Kevin Smith
Region 11: Dave Aeikens
Region 12: Clint Brewer

CENTENNIAL CELEBRATION AT DEPAUW
Harper informed the committee that Jane Pauley is scheduled to speak the Friday night of our event at DePauw University and so the schedule will probably be a panel in the afternoon, then a dinner followed by the Jane Pauley address. All the rooms at the Walden Inn have been secured for SPJ and invitations for the event will be going out in February.

CENTENNIAL HISTORY BOOK
The committee reviewed an update provided by Charles Fair on the Centennial History book they requested the following from Charles: editing information, a timeline and available pages to preview. The committee plans to discuss the book again once this information is obtained.

2009 CONVENTION
Vachon informed the group that the programming committee of Molly McDonough and Kevin Smith met and reviewed about 140 program proposals the day prior. Confirmed sponsors, so far, for the conference are: Russell Pulliam, Scripps Howard Foundation and the DART Society.
2010 CONVENTION
Approximately ten cities were considered for the location of the 2010 convention and the list was narrowed to three cities: Las Vegas, Cincinnati and Salt Lake City. We requested proposals from hotels in those cities. Salt Lake City has only one hotel that can accommodate our group and the prices at most of the Vegas hotels were higher than anticipated. Based upon the proposals from three hotels in Cincinnati, Cincinnati seems to be a good option for us.

HELIUM.COM PARTNERSHIP
The CEO of Helium, one of the world’s largest writing communities as well as an online publisher, submitted a proposal for review. A partnership between the two organizations would include: promotion of SPJ to the Helium community; rewards and opportunities for SPJ members at Helium; and tools for SPJ to engage its members.

Upon proper motion and second by Brewer and Limor, respectively, the Executive Committee directed the staff to pursue a relationship with helium.com.

NEWSPAPER SERVICE PARTNERSHIP UPDATE
The staff was tasked with investigating the possibility of partnerships with newswire service companies. Three companies were approached and one of them submitted a proposal for review. The committee decided not to pursue a partnership at this time.

STRATEGIC PLAN UPDATE
Vachon and Skeel reviewed the goals for the current year and provided an update on their status.

The most significant amount of work done in relationship to the strategic plan has been the forward movement of the membership database upgrade. Work began following the 2008 convention and is scheduled for completion by spring 2009.

In addition, the Town Hall Meeting program is underway with plans being put into place for 12 Town Hall Meetings to take place throughout the country during Ethics in Journalism Week (the last week of April).

PUBLIC OUTREACH COMMITTEE REPORT
The committee reviewed recommendations from the public outreach committee which was tasked, by President Aeikens, with putting together ideas on opportunities to celebrate the centennial.

Upon proper motion and second by McCloskey and Lunsford, respectively, the Executive Committee accepted the committee’s recommendations with the addition of chapter celebrations across the country on April 17.

UPDATE ON FEDERAL SHIELD LAW
Brewer, chair of the Government Relations committee, provided an update. According to all indications, this year very well may be the year for the shield law to pass. Our position with the Obama administration for now seems solid. Our legal counsel met with representatives of the transition team and the discussion did include the shield law, which they received favorably.

There will be a lobbying trip again this year that will coincide with the SDX Banquet scheduled for July 10, as long as government officials will be in town on July 9 and 10.
ETHICS BOOK
Fred Brown was present to discuss the progress of the fourth edition of “Doing Ethics in Journalism.” Next steps involve the marketing of the book to publishers and the decision about whether or not to publish as a textbook.

NEW BUSINESS

2009-2010 BUDGET
Harper discussed that the preparation of the upcoming budget will be approached as there are “no sacred cow” in the Society as we tighten our belts for the next fiscal year. In addition, opportunities for revenue generation will be researched.

GRANTS COMMITTEE
Smith reported that the Grants Committee is moving along. Several conference calls have been held with committee members. Nine foundations have been identified to approach. A call was held between committee members and the Ford Foundation; and we received $5,000 from the Scripps Howard Foundation for the 2009 convention.

REGIONAL DIRECTORS
Lunsford reported that she had hoped for a report on the star ranking system from the Regional Directors who volunteered to work on this project, but she doesn’t have a report yet to distribute.

ADJOURNMENT
Upon proper motion and second by Limor and Brewer, respectively, the committee adjourned the meeting at 2:35 p.m.
MINUTES
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
FEBRUARY 20, 2009
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 10:06 a.m. on Friday, February 20, 2009, via a telephone conference call.

ROLL CALL
In addition to President Aeikens, the following were present for all or a portion of the meeting: President-Elect Kevin Smith; Secretary-Treasurer Hagit Limor; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Clint Brewer; Region 3 Director Darcie Lunsford; Director-at-Large Bill McCloskey; and Associate Executive Directors Chris Vachon and Joe Skeel. Director-at-Large Michael Koretzky was also present.

2010 CONVENTION
President Aeikens updated the group on the status of conducting a joint conference with RTNDA. RTNDA has decided it is not ready to move forward with 2010 but is willing to discuss 2011. The board will receive a recommendation on a location for the 2010 conference at its April meeting.

HELIUM
The committee discussed the possibility of a partnership with Helium. Helium.com is a writing community and an online publisher. The partnership would promote SPJ to the Helium community and provide benefits to SPJ members.

Upon proper motion and second by Limor and McCloskey, respectively, the executive committee authorized the staff to negotiate a partnership with Helium.

AUSTIN PRO CHAPTER
The defunct Austin Pro Chapter, which has $7,000 in its bank account, contacted headquarters and requested that the money be turned over to the Society since the chapter is no longer operational.

Upon proper motion and second by Ralston and Limor, respectively, the executive committee voted to place the Austin Pro Chapter’s $7,000 into the Society’s general operating fund as allowed by the organization’s by-laws.

CENTENNIAL BOOK
President Aeikens provided an overview of the centennial book development to date. Due to money and time constraints the committee felt the project would be difficult to complete on time.
Upon proper motion and second by Smith and Lunsford, respectively, the executive committee voted to stop the book project and come up with an alternative plan.

President Aiekens provided an idea, in place of the book, to the committee so that important historical data will be documented and preserved.

Upon proper motion and second by Smith and Limor, respectively, the executive committee voted to develop a print and online product that will continue to trace the 100-year history of SPJ. It shall update all the officers, vice presidents, regional directors, executive directors, board members, Quill editors, Wells Key winners, fellows, award winners (chapter and individual), national convention sites with key speakers and votes, historic sites in journalism and committee chairs. The lists should be accessible in some way for the attendees at the 2009 national convention.

NEW BUSINESS
Neil Ralston informed the group about a Kentucky student press bill and asked if SPJ could be listed as a supporter. President Aiekens agreed to list the organization as a supporter of the bill.

ADJOURNMENT
There being no further business to come before the committee, Aiekens declared the meeting adjourned at 11:10 a.m.
MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 1 p.m. on Friday, April 17, 2009.

ROLL CALL
In addition to President Aeikens, the following were present: President-elect Kevin Smith; Director at Large Bill McCloskey; Vice President Campus Chapter Affairs Neil Ralston; Secretary-Treasurer Hagit Limor; Past President Clint Brewer; Region 3 Director Darcie Lunsford; SDX Foundation President Steve Geiman.

The members of the executive committee met to discuss the evaluation of Executive Director Terry Harper.

ADJOURNMENT
There being no further business to come before the committee, the meeting adjourned at 1:50 p.m.
MINUTES
SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
JUNE 1, 2009
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 4:32 p.m. CT via a telephone conference call on Monday, June 1, 2009. The meeting was for the purpose of discussing the interim and long-term management of SPJ following Terry Harper’s announcement that he would not return to SPJ for medical reasons.

ROLL CALL
In addition to President Aeikens, the following were present for all or a portion of the meeting: Director at Large Bill McCloskey; Vice President Campus Chapter Affairs Neil Ralston; Secretary-Treasurer Hagit Limor; Past President Clint Brewer; Region 3 Director Darcie Lunsford; SDX Foundation President Steve Geimann.

Following an update on recently resigned executive director Terry Harper's health condition; Aeikens announced four items on the agenda.

INSURANCE NEEDS
Board discussed disability, health and life insurance for Terry.

Upon proper motion and second by Brewer and Lunsford, respectively, the board approved by unanimous vote that the Society pick up the costs of Terry’s life and health insurance premiums.

INTERIM-leadership of organization
Board considered several options within the organization and outside it.

Upon proper motion and second by Limor and McCloskey, respectively, the board approved by unanimous vote the appointment of Joe Skeel and Chris Vachon as joint interim executive directors until the board appoints a permanent executive director.

PERMANENT-leadership of organization
Aeikens appointed a search committee, with Smith and Limor as joint co-chairs. The committee shall have six members, three appointed by Aeikens, one by Smith, one by Limor and one by Geimann as SDX president.

The Search Committee will
a. Examine the existing job description, considering changes to recommend to the board.
   b. Create a timeline and scope of search to present to the executive board by its June 27 meeting in Minneapolis.
c. Craft a call for applications to attract candidates.
d. Interview candidates and ultimately make a recommendation for the permanent position to the board.

PERMANENT LEADERSHIP OF ORGANIZATION
SPJ will announce on June 2 the “Harper Family Fund.” Donations will go to the Harper family to be spent per their discretion.

Aeikens announced a future Terry Harper Memorial Fund to create a lasting tribute to Terry. He appointed Lunsford, Ralston and McCloskey to serve as the committee to consider options, and announce them at the August Convention.

ADJOURNMENT
There being no further business to come before the committee -- and upon proper motion and second by McCloskey and Lunsford, respectively -- Aeikens declared the meeting adjourned at 6:07 p.m. CT.
REPORT FROM REGIONAL DIRECTORS REGARDING ANNUAL REPORTS AND THE STAR SYSTEM

The problem

SPJ's star rating system creates unreasonable standards for professional chapters that are vastly different in size, abilities and local need. The system also fails to quickly identify problem chapters until the end of the year.

The need

SPJ needs a system to ensure chapters are fulfilling the mission of the Society and remain active. Weak chapters need to be identified so that they can be provided support.

SPJ, under its bylaws, also needs to be able to identify chapters in "good standing" so that those chapters can appoint delegates for the convention.

Our solution

Replace the star system with a simple set of minimal standards to judge whether chapters are "in good standing." Regional directors also would be required to file quarterly reports on each chapter to more quickly identify problem chapters. SPJ also would create a "Chapters of Excellence" recognition program to reward chapters for outstanding work and encourage chapters to continually improve.

This program aims to accomplish these objectives:
- Create a system to identify chapters in "good standing";
- More quickly identify troubled chapters and provide them help
- Encourage high standards for chapters and create an incentive for professional chapters to serve members and pursue the core principles of SPJ.

While this program could be applied to campus chapters, we're not prepared to recommend that without further consultation with board members and staff more experienced with their operation.

Minimal standards and annual reports

SPJ's board should replace the star system with a simple policy setting minimal standards to remain a chapter in good standing. These standards should include:

- Chapter has officers;
- Chapter has at least one membership meeting in a year;
- Chapter annually compiles and submits a financial report to SPJ Headquarters;
- Chapter reports in with the regional director at least quarterly and/or submits an annual report to SPJ Headquarters.

This new system would require regional directors touch base with each pro chapter each quarter (via phone or e-mail) to discuss their activities and any issues. RDs would file a report based on that contact
(a documentation system will need to be developed). At the end of the year those reports can be combined to produce the annual report for each chapter (along with each chapter filing a financial report), or a chapter could choose to prepare and submit its own annual report.

**Chapters of Excellence**

The recognition and honors chapters get from achieving a four-star rating would be replaced with a voluntary awards program, "Chapters of Excellence."

This program would honor chapters that exceed SPJ's minimal requirements by also having at least four programs in a year that focus on any of these topics: diversity, open records, ethics, watchdog and education/professional development.

SPJ also continue its existing chapter awards program that honors the best chapters in individual categories (communication, professional development, etc.)
The following people have informed the Nominations Committee of their intention to run for office during the 2009 Centennial Convention in Indianapolis.

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<tr>
<th>Office</th>
<th>Name</th>
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<tr>
<td>President-elect</td>
<td>Hagit Limor</td>
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<td>Secretary-treasurer</td>
<td>Darcie Lunsford</td>
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<td>VP Campus Affairs</td>
<td>Neil Ralston</td>
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<td>Shoshi Mabina</td>
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<td>Advisor at Large</td>
<td>George Daniels</td>
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<td>Director at Large</td>
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<td>Campus Representative</td>
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<td>Stephen Taylor</td>
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<td>Andrew Seaman</td>
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<td>Region 2 Director</td>
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<td>Michael Koretzky</td>
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<td>Amanda Theissen</td>
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EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JUNE 27, 2009
MINNEAPOLIS, MINNESOTA

1. Call to Order – Aeikens

2. Roll Call – Limor
   a. Aeikens
   b. Smith
   c. Limor
   d. Ralston
   e. Brewer
   f. Lunsford
   g. McCloskey

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      iv. Scope
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      vi. Search logistics
   m. 2008-2009 request for raises for Vachon/Skeel [page 13]
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MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
THE SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 10, 2009
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ROLL CALL
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Region 12: Clint Brewer

CENTENNIAL CELEBRATION AT DEPAUW
Harper informed the committee that Jane Pauley is scheduled to speak the Friday night of our event at DePauw University and so the schedule will probably be a panel in the afternoon, then a dinner followed by the Jane Pauley address. All the rooms at the Walden Inn have been secured for SPJ and invitations for the event will be going out in February.

CENTENNIAL HISTORY BOOK
The committee reviewed an update provided by Charles Fair on the Centennial History book they requested the following from Charles: editing information, a timeline and available pages to preview. The committee plans to discuss the book again once this information is obtained.

2009 CONVENTION
Vachon informed the group that the programming committee of Molly McDonough and Kevin Smith met and reviewed about 140 program proposals the day prior. Confirmed sponsors, so far, for the conference are: Russell Pulliam, Scripps Howard Foundation and the DART Society.
2010 CONVENTION
Approximately ten cities were considered for the location of the 2010 convention and the list was narrowed to three cities: Las Vegas, Cincinnati and Salt Lake City. We requested proposals from hotels in those cities. Salt Lake City has only one hotel that can accommodate our group and the prices at most of the Vegas hotels were higher than anticipated. Based upon the proposals from three hotels in Cincinnati, Cincinnati seems to be a good option for us.

HELIUM.COM PARTNERSHIP
The CEO of Helium, one of the world's largest writing communities as well as an online publisher, submitted a proposal for review. A partnership between the two organizations would include: promotion of SPJ to the Helium community; rewards and opportunities for SPJ members at Helium; and tools for SPJ to engage its members.

Upon proper motion and second by Brewer and Limor, respectively, the Executive Committee directed the staff to pursue a relationship with helium.com.

NEWswire SERVICE PARTNERSHIP UPDATE
The staff was tasked with investigating the possibility of partnerships with newswire service companies. Three companies were approached and one of them submitted a proposal for review. The committee decided not to pursue a partnership at this time.

STRATEGIC PLAN UPDATE
Vachon and Skeel reviewed the goals for the current year and provided an update on their status.

The most significant amount of work done in relationship to the strategic plan has been the forward movement of the membership database upgrade. Work began following the 2008 convention and is scheduled for completion by spring 2009.

In addition, the Town Hall Meeting program is underway with plans being put into place for 12 Town Hall Meetings to take place throughout the country during Ethics in Journalism Week (the last week of April).

PUBLIC OUTREACH COMMITTEE REPORT
The committee reviewed recommendations from the public outreach committee which was tasked, by President Aiken's, with putting together ideas on opportunities to celebrate the centennial.

Upon proper motion and second by McCloskey and Lunsford, respectively, the Executive Committee accepted the committee's recommendations with the addition of chapter celebrations across the country on April 17.

UPDATE ON FEDERAL SHIELD LAW
Brewer, chair of the Government Relations committee, provided an update. According to all indications, this year very well may be the year for the shield law to pass. Our position with the Obama administration for now seems solid. Our legal counsel met with representatives of the transition team and the discussion did include the shield law, which they received favorably.

There will be a lobbying trip again this year that will coincide with the SDX Banquet scheduled for July 10, as long as government officials will be in town on July 9 and 10.
ETICS BOOK
Fred Brown was present to discuss the progress of the fourth edition of “Doing Ethics in Journalism.” Next steps involve the marketing of the book to publishers and the decision about whether or not to publish as a textbook.

NEW BUSINESS

2009-2010 BUDGET
Harper discussed that the preparation of the upcoming budget will be approached as there are “no sacred cow” in the Society as we tighten our belts for the next fiscal year. In addition, opportunities for revenue generation will be researched.

GRANTS COMMITTEE
Smith reported that the Grants Committee is moving along. Several conference calls have been held with committee members. Nine foundations have been identified to approach. A call was held between committee members and the Ford Foundation; and we received $5,000 from the Scripps Howard Foundation for the 2009 convention.

REGIONAL DIRECTORS
Lunsford reported that she had hoped for a report on the star ranking system from the Regional Directors who volunteered to work on this project, but she doesn’t have a report yet to distribute.

ADJOURNMENT
Upon proper motion and second by Limor and Brewer, respectively, the committee adjourned the meeting at 2:35 p.m.
MINUTES  
SOCIETY OF PROFESSIONAL JOURNALISTS  
EXECUTIVE COMMITTEE  
FEBRUARY 20, 2009  
VIA CONFERENCE CALL  

MEETING CALLED TO ORDER  
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 10:06 a.m. on Friday, February 20, 2009, via a telephone conference call.  

ROLL CALL  
In addition to President Aeikens, the following were present for all or a portion of the meeting: President-Elect Kevin Smith; Secretary-Treasurer Hagit Limor; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Clint Brewer; Region 3 Director Darcie Lunsford; Director-at-Large Bill McCloskey; and Associate Executive Directors Chris Vachon and Joe Skeel. Director-at-Large Michael Koretzky was also present.  

2010 CONVENTION  
President Aeikens updated the group on the status of conducting a joint conference with RTNDA. RTNDA has decided it is not ready to move forward with 2010 but is willing to discuss 2011. The board will receive a recommendation on a location for the 2010 conference at its April meeting.  

HELIUM  
The committee discussed the possibility of a partnership with Helium. Helium.com is a writing community and an online publisher. The partnership would promote SPJ to the Helium community and provide benefits to SPJ members.  

Upon proper motion and second by Limor and McCloskey, respectively, the executive committee authorized the staff to negotiate a partnership with Helium.  

AUSTIN PRO CHAPTER  
The defunct Austin Pro Chapter, which has $7,000 in its bank account, contacted headquarters and requested that the money be turned over to the Society since the chapter is no longer operational.  

Upon proper motion and second by Ralston and Limor, respectively, the executive committee voted to place the Austin Pro Chapter's $7,000 into the Society's general operating fund as allowed by the organization's by-laws.  

CENTENNIAL BOOK  
President Aeikens provided an overview of the centennial book development to date. Due to money and time constraints the committee felt the project would be difficult to complete on time.
Upon proper motion and second by Smith and Lunsford, respectively, the executive committee voted to stop the book project and come up with an alternative plan.

President Aiekens provided an idea, in place of the book, to the committee so that important historical data will be documented and preserved.

Upon proper motion and second by Smith and Limor, respectively, the executive committee voted to develop a print and online product that will continue to trace the 100-year history of SPJ. It shall update all the officers, vice presidents, regional directors, executive directors, board members, Quill editors, Wells Key winners, fellows, award winners (chapter and individual), national convention sites with key speakers and votes, historic sites in journalism and committee chairs. The lists should be accessible in some way for the attendees at the 2009 national convention.

NEW BUSINESS
Neil Ralston informed the group about a Kentucky student press bill and asked if SPJ could be listed as a supporter. President Aiekens agreed to list the organization as a supporter of the bill.

ADJOURNMENT
There being no further business to come before the committee, Aiekens declared the meeting adjourned at 11:10 a.m.
Meeting Called to Order
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 1 p.m. on Friday, April 17, 2009.

Roll Call
In addition to President Aeikens, the following were present: President-elect Kevin Smith; Director at Large Bill McCloskey; Vice President Campus Chapter Affairs Neil Ralston; Secretary-Treasurer Hagit Limor; Past President Clint Brewer; Region 3 Director Darcie Lunsford; SDX Foundation President Steve Geimann.

The members of the executive committee met to discuss the evaluation of Executive Director Terry Harper.

Adjournment
There being no further business to come before the committee, the meeting adjourned at 1:50 p.m.
Minutes
Society of Professional Journalists
Executive Committee
June 1, 2009
Via Conference Call

Meeting Called to Order
With President Dave Aeikens presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 4:32 p.m. CT via a telephone conference call on Monday, June 1, 2009. The meeting was for the purpose of discussing the interim and long-term management of SPJ following Terry Harper’s announcement that he would not return to SPJ for medical reasons.

Roll Call
In addition to President Aeikens, the following were present for all or a portion of the meeting: Director at Large Bill McCloskey; Vice President Campus Chapter Affairs Neil Ralston; Secretary-Treasurer Hagit Limor; Past President Clint Brewer; Region 3 Director Darcie Lunsford; SDX Foundation President Steve Geimann.

Following an update on recently resigned executive director Terry Harper’s health condition; Aeikens announced four items on the agenda.

Insurance Needs
Board discussed disability, health and life insurance for Terry.

Upon proper motion and second by Brewer and Lunsford, respectively, the board approved by unanimous vote that the Society pick up the costs of Terry’s life and health insurance premiums.

Interim Leadership of Organization
Board considered several options within the organization and outside it.

Upon proper motion and second by Limor and McCloskey, respectively, the board approved by unanimous vote the appointment of Joe Skeel and Chris Vachon as joint interim executive directors until the board appoints a permanent executive director.

Permanent Leadership of Organization
Aeikens appointed a search committee, with Smith and Limor as joint co-chairs. The committee shall have six members, three appointed by Aeikens, one by Smith, one by Limor and one by Geimann as SDX president.

The Search Committee will
a. Examine the existing job description, considering changes to recommend to the board.
b. Create a timeline and scope of search to present to the executive board by its June 27 meeting in Minneapolis.
c. Craft a call for applications to attract candidates.

d. Interview candidates and ultimately make a recommendation for the permanent position to the board.

**PERMANENT LEADERSHIP OF ORGANIZATION**

SPJ will announce on June 2 the “Harper Family Fund.” Donations will go to the Harper family to be spent per their discretion.

Aeikens announced a future Terry Harper Memorial Fund to create a lasting tribute to Terry. He appointed Lunsford, Ralston and McCloskey to serve as the committee to consider options, and announce them at the August Convention.

**ADJOURNMENT**

There being no further business to come before the committee -- and upon proper motion and second by McCloskey and Lunsford, respectively -- Aeikens declared the meeting adjourned at 6:07 p.m. CT.
REPORT FROM REGIONAL DIRECTORS REGARDING ANNUAL REPORTS AND THE STAR SYSTEM

The problem

SPJ's star rating system creates unreasonable standards for professional chapters that are vastly different in size, abilities and local need. The system also fails to quickly identify problem chapters until the end of the year.

The need

SPJ needs a system to ensure chapters are fulfilling the mission of the Society and remain active. Weak chapters need to be identified so that they can be provided support.

SPJ, under its bylaws, also needs to be able to identify chapters in "good standing" so that those chapters can appoint delegates for the convention.

Our solution

Replace the star system with a simple set of minimal standards to judge whether chapters are "in good standing." Regional directors also would be required to file quarterly reports on each chapter to more quickly identify problem chapters. SPJ also would create a “Chapters of Excellence” recognition program to reward chapters for outstanding work and encourage chapters to continually improve.

This program aims to accomplish these objectives:

- Create a system to identify chapters in "good standing";
- More quickly identify troubled chapters and provide them help
- Encourage high standards for chapters and create an incentive for professional chapters to serve members and pursue the core principles of SPJ.

While this program could be applied to campus chapters, we’re not prepared to recommend that without further consultation with board members and staff more experienced with their operation.

Minimal standards and annual reports

SPJ's board should replace the star system with a simple policy setting minimal standards to remain a chapter in good standing. These standards should include:

- Chapter has officers;
- Chapter has at least one membership meeting in a year;
- Chapter annually compiles and submits a financial report to SPJ Headquarters;
- Chapter reports in with the regional director at least quarterly and/or submits an annual report to SPJ Headquarters.

This new system would require regional directors touch base with each pro chapter each quarter (via phone or e-mail) to discuss their activities and any issues. RDs would file a report based on that contact
(a documentation system will need to be developed). At the end of the year those reports can be combined to produce the annual report for each chapter (along with each chapter filing a financial report), or a chapter could choose to prepare and submit its own annual report.

**Chapters of Excellence**

The recognition and honors chapters get from achieving a four-star rating would be replaced with a voluntary awards program, "Chapters of Excellence."

This program would honor chapters that exceed SPJ's minimal requirements by also having at least four programs in a year that focus on any of these topics: diversity, open records, ethics, watchdog and education/professional development.

SPJ also continue its existing chapter awards program that honors the best chapters in individual categories (communication, professional development, etc.)
2009-2010 Slate of Candidates
As of June 16, 2009

The following people have informed the Nominations Committee of their intention to run for office during the 2009 Centennial Convention in Indianapolis.

<table>
<thead>
<tr>
<th>Office</th>
<th>Name</th>
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<tbody>
<tr>
<td>President-elect</td>
<td>Hagit Limor</td>
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<tr>
<td>Secretary-treasurer</td>
<td>Darcie Lunsford</td>
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<td>VP Campus Affairs</td>
<td>Neil Ralston</td>
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<td>Shoshi Mabina</td>
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<td>Advisor at Large</td>
<td>George Daniels</td>
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<td>Director at Large</td>
<td>Bill McCloskey</td>
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<td>Campus Representative</td>
<td>Brittany Patterson</td>
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<td>Stephen Taylor</td>
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<td>Andrew Seaman</td>
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<td>Region 2 Director</td>
<td>Brian Eckert</td>
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<td>Region 3 Director</td>
<td>Michael Koretzky</td>
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<td>Region 6 Director</td>
<td>Amanda Theissen</td>
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<td>Region 10 Director</td>
<td>Dana Neuts</td>
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<td>Region 11 Director</td>
<td>Jodi Cleesattle</td>
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<tr>
<td>Region 12 Director</td>
<td>Sonny Albarado</td>
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AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9 A.M. — LOCATION: STATE
AUGUST 27, 2009
THE WESTIN, INDIANAPOLIS

1. Call to Order – Aeikens

2. Roll Call – Limor
   a. Aeikens
   b. K. Smith
   c. Limor
   d. Ralston
   e. Brewer
   f. Kopen-Katcef
   g. Loop
   h. Koretzky
   i. McCloskey
   j. Arias
   k. Riley
   l. Turmelle
   m. Augherton
   n. Lunsford
   o. Steele
   p. Hansen
   q. Govier
   r. Edgell
   s. Cooper
   t. Ensslin
   u. Maben
   v. S. Smith
   w. Albarado

3. Approval of Board Meeting Minutes – Aeikens
   a. April 18, 2009 [Page 1]

4. Report of the SPJ President – Aeikens

5. Report of the SDX Foundation President – Geimann


7. 2011 convention update – Vachon/Woefel

8. Chapter Action – Aeikens [Page 9]
   a. The College of Brockport

9. Staff Report – Skeel/Vachon [Page 19]


12. Chapter star rankings/annual reports [Page 31] – D. Lunsford

13. Discussion Items
   a. Future of Journalism committee
   b. Unemployment toolbox [Page 33]
   c. Capital improvement plan [Page 35]
   d. Harper Memorial [Page 37]
14. Executive director search update

15. Old/New Business

16. Committee Reports
   a. Diversity – Vongs [Page 38]
   b. Freedom of Information – Cuillier [Page 40]
   c. Ethics – Schotz [Page 44]
   d. Freelance – Green [Page 48]
   e. International Journalism – Nicholson [Page 50]
   f. Journalism Education – Daniels [Page 52]
   g. Membership – Huotari [Page 54]
   h. Professional Development – Wenger [Page 55]
   i. Awards and Honors – Frizzi [Page 57]
   j. Public Outreach – Bellmont [Page 58]

17. Adjournment
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
APRIL 18, 2009
GREENCASTLE, INDIANA

MEETING CALLED TO ORDER
With President Dave Aeikens presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:09 a.m. on Saturday, April 18, 2009, at the Walden Inn in Greencastle, Indiana.

ROLL CALL
In addition to Aeikens, the following were present: President-Elect Kevin Smith; Secretary-Treasurer Hagit Limor; Vice President for Campus Chapter Affairs Neil Ralston; Director at-Large Bill McCloskey; Campus Adviser at-Large Sue Kopen Katcef; Regional Directors Luther Turmelle, Ann Augherton, Darcie Lunsford, Jeremy Steele, Liz Hansen, Gordon Govier, Scott Cooper, John Ensslin, Scott Maben, Sonya Smith and Sonny Alvarado. Director at-Large Michael Koretzy joined by phone.

Staff members present for the meeting were Associate Executive Directors Chris Vachon and Joe Skeel; Professional Development Coordinator Heather Porter; Membership Coordinator Linda Hall; and Controller Jake Koenig.

Sigma Delta Chi Foundation board members in attendance were: Steve Geimann, Robert Leger and Todd Gillman. National membership chair John Huotari was also in attendance.

MEETING MINUTES APPROVED
Upon proper motion and second by Sonya Smith and Arias, respectively, the board approved the minutes from the following board of directors meetings:
- September 3, 2008
- September 7, 2008

FY 2010 BUDGET
Koenig explained how the budget was prepared and answered questions from the board. The Finance Committee met via conference call prior to the board meeting and reviewed the budget in detail.

Upon proper motion and second by McCloskey and Limor, respectively, the board approved the 2009-10 SPJ budget as presented by the Finance Committee with two amendments:
- TRNA (temporarily restricted net assets) funds may be used for the purpose of replacing the roof at headquarters along with the repair of the back door railings.
- An additional $1,000 will be added to the stipends of the two non-officer members of the Executive Committee in order to aid in their expected travel expenses to two extra meetings each year. This does not apply to those current non-officer members of the Executive Committee nor would the additional funds be applied if those currently holding these positions are reappointed.

The budget is attached to these minutes as Exhibit A.
CHAPTER MATTERS
Upon proper motion and second by Steele and Albarado, respectively, the board approved provisional status for the following chapters:
   Angelo State University
   Butler University
   Harding University
   Northern Kentucky University
   Western Michigan University

GRANTS COMMITTEE REPORT
Kevin Smith reported on the work of the Grants Committee which is charged with applying for grants from outside organizations. The committee plans to apply for a $25,000 grant from the Ethics and Excellence in Journalism Foundation for the Town Hall program pending the outcome of this spring’s programs. Additionally, the committee hopes to apply for grants from the McCormick Tribune for our citizen journalism initiative and from Anneberg for a social networking project. Finally, $5,000 has already been secured for convention education.

STRATEGIC PLAN REPORT
Vachon provided a brief update on work related to the strategic plan. The FOI committee is working to create a new and improved Sunshine Network; the database upgrade is moving along with phase one completed and one more phase to go; and planning has been underway for the Town Hall program with the programs taking place at the end of April.

ANNUAL REPORT/STAR RANKING SYSTEM
The Regional Directors met prior to the board meeting to discuss the future of annual reports and the star ranking system. Lunsford reported that they discussed the removal of annual reports from the bylaws; revision of the star ranking system; development of a reporting mechanism to continue to collect chapter financial information; and the creation of a reporting system for regional directors to check in with chapters. Lunsford said the focus would first be on pro chapters with application to campus chapters to follow.

A proper motion and second by Lunsford and Steele, respectively, was made to remove the annual report requirement from SPJ’s bylaws and make it a board policy. The motion failed.

A committee has been formed to work on this project and it consists of: Ensslín, S. Smith, Turmelle and Steele, with Steele serving as the chair. A June 1 deadline has been established by the regional directors for a draft proposal to all regional directors and then a final proposal will be prepared by June 15 for the summer executive committee meeting.

TRANSITIONAL/HARDSHIP MEMBERSHIPS
The board discussed the concept of membership waivers for members who have lost their jobs. National membership chair Huotari reported on feedback he received on the concept based on an inquiry he distributed. Reaction was mixed. Skeel reported on his findings which were based on unscientific polling of members after their memberships had lapsed. He found that most would
not take advantage of a discounted membership but would continue to use our services if membership were free to them. Skeel also contacted two other j-organizations who are already trying this out. Both organizations said it has done little to translate into noticeable retention.

A proper motion and second by Ensslin and Cooper, respectively, was made to offer a one-year $36 transitional membership (electronic) to members who have lost their jobs. Additionally, those who took advantage of the one-year membership would be asked to give five hours of service to the organization. The motion failed.

A proper motion and second by Limor and K. Smith, respectively, the board approved offering a six-month electronic membership extension to members who have lost their jobs and SPJ will ask, in return, for five hours of service to the organization. The offer sunsets in one year at the spring 2010 board meeting.

**CONVENTION 2010**
Vachon asked the group to share their thoughts about Harper’s memo in which he presents the idea for a non-traditional approach to SPJ conventions. His memo suggests replacing a traditional convention with a program similar to the Scripps Leadership Institute which focuses on equipping chapter members and leaders with tools to grow and expand SPJ. SPJ business and traditions could still be conducted at this non-traditional convention. Board members expressed the importance of keeping our convention in its current format and as a result selected a city for the 2010 convention. After being supplied with information gathered by Vachon on eight cities, the board voted.

A proper motion and second by Maben and Turmelle, respectively, was made to select New Orleans as the city for the 2010 convention. The motion failed.

A proper motion and second by Limor and Lunsford, respectively, the board approved Las Vegas as the city for the 2010 convention.

**CONVENTION 2011**
Aeikens brought the board up to date in relationship to a joint conference with RTNDA in 2011. Harper originally spoke to the RTNDA Executive Director, Barbara Cochran, in October 2008 about a joint conference and there was initial interest. Subsequently, a conference call was held with RTNDA officers, SPJ officers, SPJ staff, Harper and Cochran. Again, the reaction was positive. Aeikens followed up with a face-to-face discussion with RTNDA’s new chairman, Stacey Woelfel, this spring. Stacey planned to have the joint conference concept as an agenda item for RTNDA’s upcoming board meeting.

A proper motion and second by McCloskey and Limor, respectively, the board approved the concept of a joint conference with RTNDA in 2011 and asked for a staff report on its status at the June 27 executive committee meeting.

A proper motion and second by S. Smith and K. Smith, respectively, the board agreed to remove San Francisco as the site for the 2011 convention.
FAIRNESS DOCTRINE
Aeikens told the board that he gets regular inquiries as to the organization's position on the Fairness Doctrine. The organization has no position and Aeikens would like the organization to take a position in order for him to more clearly communicate to the public.

A proper motion and second by Albarado and Govier, respectively, the board agreed to support the position that SPJ opposes the Fairness Doctrine.

FEDERAL SHIELD LAW
Aeikens informed the board that there is a D.C. lobbying trip scheduled for July 13-15. Board members are welcome to participate and all members are encouraged to contact their representatives in D.C. in support of the shield law.

DIGITAL MEDIA COMMITTEE REPORT
The committee is proposing three steps that SPJ should undertake to improve digital communication and they are: move to WordPress; develop a social networking strategy; and make all our digital tools easier to access. Skeel discussed these goals and said they are in line with the strategic plan and that he is hopeful that he can work on them in the future.

PUBLIC OUTREACH PUBLIC BRANDING/SLOGAN
The Public Outreach committee was asked to develop a branding proposal, including a slogan, which can be prominently featured during the centennial year and beyond. Additionally, they were asked to provide recommendations on how it could be used. The intent is that the slogan should complement the centennial slogan of “Improving & Protecting Journalism for 100 Years.”

A proper motion and second by K. Smith and Ralston, respectively, the board agreed to accept the committee’s branding slogan recommendation of “Fighting for your right to know, one story at a time.”

NEW BUSINESS
STATE OF THE CRAFT COMMITTEE
Aeikens reported that SPJ wants to get more involved in the discussions that are taking place about the future of journalism; we want “a seat at the table.” Aeikens has asked Region 10 Director, Scott Maben, to assemble a committee to work on this objective. Maben is asking for one name from each regional director to be appointed to the committee to assist him. The committee will report back to Aeikens with its findings.

SDX AWARDS BANQUET
Due to cost, the SDX Awards Banquet is being moved from a July event in Washington, D.C to an awards reception on the Friday night of the convention, with the first one to be held in Indianapolis in 2009.
SMALL GROUP WORK: STRATEGIC PLANNING
The board spent the balance of the afternoon working in small groups to brainstorm ideas in an effort to identify some ways for the organization to meet the Society's Strategic Plan goals.

The staff will review and organize the results of the small group work.

ADJOURNMENT
There being no further business to come before the board of directors, and with a proper motion and second by Cooper and Maben, respectively, the meeting adjourned at 4 p.m. on Saturday, April 18, 2009.
MEMORANDUM

DATE: August 27, 2009
FROM: Steve Geimann
SUBJ: Accreditation Council for Education in Journalism and Mass Communications – Fall 2009 report
FOR: SPJ Board of Directors

The Council expanded its roster of accredited programs to 114, adding San Diego State, at a meeting May 1-2 in Portland, Oregon. The Council reaccredited 18 programs, upheld Brigham Young’s reaccreditation, removed Wisconsin-River Falls from provisional status and gave four units until 2011 to resolve deficiencies.

The Council focused on two issues that emerged during 2008-09 reviews: religious and cultural missions of church-based programs and the role of international faculty and diversity.

Council President Peter Bhatia began a discussion, which will continue the fall meeting August 28 in Chicago, on curriculum issues as the upheaval in the business accelerates. Bhatia called it a "big and vexing question."

DIVERSITY, RELIGION
Debate was extensive May 2 on applying Standard 3: Diversity to schools affiliated with church groups or theological orders. ACEJMC currently accredits six schools with church connections: Iona, Baylor, Brigham Young, Abilene Christian, Texas Christian and Catholic University in Santiago, Chile. Language may be added to clarify the Council’s intent to support the inclusion of "historically under-represented" groups in the faculty, student body and in curriculum. Bhatia asked Doug Anderson to chair a small committee on the issue.

Anderson’s committee, which includes two academics and a practitioner, will make recommendations August 28 on international programs and the diversity standard.

ACCREDITATING DECISIONS
The Council overturned the provisional recommendation for Brigham Young, a 66-year-old program with 1,232 majors, for institutional restrictions deemed in conflict with Standard 3: Diversity. The Council for an hour debated the recommendation of the mid-level Committee, which cited policies giving preference to members of the affiliated Church of Jesus Christ of Latter-day Saints. The Council unanimously defeated the recommendation.
Debate focused on how BYU reviews faculty recommended for hiring based on "ecclesiastical" issues. Unit Director Brad Rawlins said new faculty are expected to follow an honor code that covers behaviors such as smoking, alcohol and caffeine. The site team found that of several female faculty candidates recommended for hire, none passed the final review. BYU fell short on one of 45 indicators and was out of compliance on diversity. Bhatia suggested the Committee vote was aimed at getting attention. In that, he said, it succeeded.

Jackson State’s provision recommendation was upheld 21-3-1, after lengthy debate about deficiencies on three standards: diversity, resources and assessment. The historically black college’s diversity effort was faulted by the site-visit team for missing a self-stated goal of 10 percent white students; the unit has 5 percent. Chairman Dwight Brooks disagreed that 10 percent is a goal, saying the threshold is tied to a court settlement and is linked to the release of aid. The report noted deficiencies such as an "ill-equipped" TV studio and said a new building 3 miles from campus had led to poor attendance and late arrivals. Brooks said equipment has "begun to trickle in" and central administration has pledged support to the program. Brooks informed people at the meeting that he plans to leave.

Central Michigan’s provisional accreditation was upheld, although discussion focused on a team request to access the personnel files of three faculty -- an unorthodox action. The unit is covered by a collective bargaining agreement and the request triggered a prolific response by a faculty member.

The Council placed on provisional status Wisconsin-Eau Claire, deficient on curriculum and assessment, and Iona, noncompliant on diversity and assessment in the undergraduate program and noncompliant on assessment in its graduate program.

Wisconsin-River Falls was re-accredited after a revisit determined weaknesses noted two years ago had been corrected.

COUNCIL MEMBERSHIP; NEW PROGRAMS
The Council’s ranks may thin. Membership has lapsed for the Inland Press Association of 1,150 newspapers and the Southern Newspapers Publishers Association, with about 250 members. Cost-cutting is under review by several organizations and a possible merger of the American Society of News Editors, the Newspaper Association of America and the AP Managing Editors may put $12,500 in revenue at risk. The Radio-Television News Directors Association is posting lower revenue.

The National Association of Broadcasters returned this year, represented by Fred Young of Hearst-Argyle Broadcasting.

The Council may expand accredited programs by as many as 19 by the end of 2013. Executive Director Susanne Shaw reported "a growing interest" in accreditation, which she noted would create "different dynamics" for the Council. For example, international programs lack a First Amendment or laws that bar discrimination based on race, religion or sexual preference.
ASSESSMENT AGAIN
Members briefly discussed lack of compliance by 12 programs on Standard 9: Assessment. In most cases, the schools were slow to comply with the 2001 Council decision to create a feedback loop to improve curriculum. Deficiencies were reported at schools such as Cal State Fullerton, with 2,660 majors, San Diego State, with 1,573, North Carolina and Texas, 800 each, Baylor (147) and Connecticut (273).

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. 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.

I have been invited to join the team visiting Marquette University next year.

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.

The Council, founded in 1945, is the only body accrediting 111 journalism, public relations, advertising or telecommunications programs, with 11 industry groups and five educational organizations. SPJ joined in 1977, withdrew in 1989, and returned in May 1996. I am in my 12th year on the Council.
Dear Ms. Hall:

Thank you so much for forwarding me information about how the College at Brockport (State University of New York) can apply for provisional chapter status. We are very excited about this opportunity, and the students are already thinking of ways to get students from other Rochester-area colleges and universities involved in activities.

Enclosed you will find:
- A list of the names, addresses and phone numbers of the 14 students who have committed to join the group.
- A list of the officers they selected.
- Names, professional bios and membership numbers of faculty.
- A copy of course offerings
- A listing of journalistic endeavors at our school, including the award-winning Stylus student newspaper.

I need to pay the $25 application fee with the Communication Department’s credit card. It’s a Citi card with the number: [REDACTED]. If you need more information than that, please call or email me and I’d be happy to provide it.

The students intend to recruit more members when school starts again in the fall. They want to hold some kind of “journalism idea weekend” and bring in college journalists from various colleges in the area to exchange ideas.

You mentioned that you might be able to send membership brochures and some example bylaws if I wanted. Would you please do that?

Thanks for all your help, and please don’t hesitate to contact me.

Take care,

Marsha Ducey
mducey@brockport.edu
585.395.5835
Marsha Ducey worked for nearly 10 years in a variety of reporting and editing roles at newspapers in New York state, most recently at *The (Syracuse) Post-Standard*. She received her master’s degree in media studies from the S.I. Newhouse School of Public Communications at Syracuse University. She has been working as an assistant professor of journalism since August 2008 at the College at Brockport (SUNY), where she also advises the award-winning student newspaper, *The Stylus*. Ducey will serve as the provisional SPJ chapter’s adviser, should the society approve the group’s application.

Warren Kozireski is a freelance sports journalist, author and communication instructor as well as serving as general manager for WBSU 89.1 The Point, The College at Brockport’s FM radio station. Kozireski is president of the College Broadcasters Inc. and is very involved with College Media Advisors (CMA). He has won a number of awards for advising and for his work in radio.

A former print journalist, Associate Professor Kate Madden teaches a variety of journalism and media-related courses at The College at Brockport and advises the Communication Department’s honor society, Lambda Pi Eta. Madden has worked to bring a variety of international journalists visiting the United States through the United Nation’s Reham Al-Ferra Memorial Journalists’ Fellowship Program to The College at Brockport campus to talk about journalism in their countries with Brockport students.
Marsha Ducey

Education: Doctoral candidate, Communication, University at Buffalo
M.A., Media Studies, Syracuse University
B.A., Mass Communication, St. Bonaventure University

Specialty: Journalism


Research Interests: journalism, watchdog function of journalists, gender and journalism, media law

Awards: Poynter Institute Scholarship for Multimedia Journalism for College Educators Seminar, 2008; two New York State Associated Press Writing Contest Awards, 1996

Other: Adviser, The Stylus student newspaper
Blog: jourmijunkie
E-mail: mducey@brockport.edu
Office: 225 Holmes Hall
(585) 395-5835

--- worked as a print journalist for almost 10 years. ---
SPJ member # 539681

He continues to freelance for local newspapers.

Warren Kozireski
Instructor

Education:
- MPA, SUNY College at Brockport
- BS, Communication, SUNY College at Brockport

Area(s) of Specialty:
- Radio Broadcasting and Sales/Marketing

Publications:
- Article "Motivating and Training A Volunteer Staff" published in Fall 1993 College Broadcaster magazine (National Association of College Broadcasters)
- One of three respondents printed in May 25, 1998 "Programming Forum" in Radio Ink
- Letter to the editor printed regarding professionals training students in March 2, 1998 Radio Ink

Awards:
- Awarded 2001 Chancellor's Award for Excellence in Professional Service in May 2002.
- Awarded second place in Radio Promotion in 2002 International Broadcast Educators Association Festival of Film, Video and Media Arts.
- Runner-up for Faculty Advisor of the Year in 6th annual National Student Radio & TV Programming Awards sponsored by the National Association of College Broadcasters in October, 1996

Administrative Roles:
- General Manager of WBSU 89.1 The Point
- Assistant Director Campus Life

E-mail: wkozires@brockport.edu

Office: WBSU 89.1 The Point
Seymour College Union
(585) 395-5626
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Officers Chosen to Head Up the hoped-to-be College at Brockport Provisional Chapter

President: Amanda Seef
Vice President: Bethany Young
Treasurer: Kathleen Gill
Secretary: Kim Price
Marketing Director: George Banko
Events Coordinator: Dillon Kronert
Adviser: Marsha Ducey, assistant professor of journalism
Department of Communication

Course Descriptions

CMC 200 Introduction to Digital Video and Audio (B). Introduces students to the fundamental terminology, concepts and techniques of digital videography and digital audio. Introduces students to various technical aspects of video and audio production. Examines the basic techniques of production, including camera operation, tripods, lenses, framing and setup, and lighting and editing. Presents the basics of the audio production process, including sound recording, basic mixing concepts and digital audio recording. 3 Cr. Every Semester

CMC 201 Public Speaking (A). A course in the development of effective informational, persuasive, and special occasion speaking. Attention given to analysis of audience, occasion, speech composition, oral delivery, and development of critical listening skills. 3 Cr. Every Semester

CMC 202 Principles of Communication (B). Introduces students to selected concepts, principles and theories of human communication. Includes study of verbal and nonverbal messages in the contexts of intrapersonal, interpersonal, group, public, and mediated communication. Required of all students majoring in communication studies or inter-disciplinary communication. Transfer courses will not be accepted to meet this requirement. 3 Cr. Every Semester

CMC 209 Speech Composition and Presentation (A). Prerequisite: CMC 201. For students who wish to go beyond the basics of public speaking. Assists the speaker who wishes to overcome the apathetic or hostile audience, and helps the speaker learn how to motivate those who express sympathy, but are without commitment to an idea. Examines ethics and ghostwriting. 3 Cr.

CMC 210 The Communication Revelations (A.H). Examines communication's relationship to society by looking at the impact of communication technologies on the way human beings think about themselves and the world around them, and on the way they organize themselves in social groups. Looks at the impact of communication technologies on human imagination and social organization. Studies communication technologies on a continuum from oral to post-industrial cultures. 3 Cr. Every Semester

CMC 211 Protest and Public Opinion (A.D.H.W). Examines rhetorical transactions of group conflict, persuasive use of symbols, effects of mass media; and the process of theory-building in rhetorical studies. 3 Cr. Every Semester

CMC 215 Advertising, Mass Persuasion and the Consumer (A.H). Explores the role and influence of advertising and mass persuasion in today's society, theories of persuasion and persuasive techniques commonly employed in advertising and mass persuasion, techniques of persuasive manipulation and its neutralization, and ethics in persuasion. 3 Cr. Every Semester

CMC 224 Newswriting and Reporting (A). Provides instruction in the elements of writing news for print and broadcast; types, style and structure of news stories; and the lead. Covers fundamentals of news gathering, news writing and news judgment. Studies news sources, field work, research and interviewing techniques. Strongly encourages participation in student campus community media. 3 Cr. Every Semester

CMC 242 Fundamentals of Radio and Television (A). Provides an introduction to radio and television broadcasting. Studies basic principles and historical, economic and technological aspects of broadcasting and cable. Requires readings in fundamental theory and current practices. 3 Cr. Every Semester

CMC 243 Radio and Television Writing (A). Prerequisite: CMC 242. As a beginning course in writing for broadcast medium, concentrates on non-dramatic radio and TV continuity: commercials, public service announcements, news, and some work with non-broadcast video writing (e.g., training tapes for corporate work). Contrast radio and TV writing styles. 3 Cr.

CMC 273 Interpersonal Communication (A.S). Introduces students to the theory and process of interpersonal communication, examining and applying the concepts and principles basic to interpersonal encounters. Acquaints students with the essentials of communication transactions in experiential learning opportunities that lead to effective skills; intimate, inter-gender, families; professional and intercultural relationships. 3 Cr. Every Semester

CMC 312 Argumentation and Debate (A). Provides for the preparation and defense of legal argument, response to attacks by opponents, construction of cross-examination, undertaking cross-examination, research and support of arguments, and recognition of fallacies. 3 Cr.

CMC 316 Interpersonal Communication in Business and the Professions (A). Covers the principles of interpersonal communication in organizations, facts and principles of organizational communication, participation in and analysis of lab learning experiences, and the synthesis and use of facts and principles to analyze the communication patterns illustrated in reality-based case studies and in data gathered through field observations. 3 Cr.

CMC 317 Interviewing (A). Provides an introduction to principles of effective interviewing. Focuses on specific purposes, types, and the skills applied to different interview situations. Includes assignments for analysis, preparation, conducting and assessing of interviews. 3 Cr.

CMC 321 Media Reporting and Research (A). Prerequisite: either CMC 224 or CMC 243. An advanced media writing course covering and providing extended practice in essential skills of reporting and writing for print, broadcast and online media, and writing for public relations and advertising. Emphasizes use of online sources and databases in gathering and reporting information. 3 Cr. Spring

CMC 322 Editorial Methods and Practices (B). Prerequisite: CMC 321. Studies editorial processes and practices in print, broadcast and online publishing, with emphasis on assignment editing, copy editing and editorial judgment. Requires preparation editing of material for print, broadcast and online publication; copy correction and improvement; evaluation of news and news values; news and copy display and make-up. Uses student-prepared copy and wire copy. Strongly encourages participation in student campus community newspaper. 3 Cr.

CMC 324 Advanced Media Writing (A). Prerequisite: CMC 321. An advanced course in writing for print, broadcast, online and public relations media, emphasizes the commonalties and differences among writing formats, mechanics, and approaches of each medium. Embraces and provides practice in the use of the variety of media technologies available to writers. Assumes basic proficiency in writing for at least one medium. 3 Cr.

CMC 325 Feature Writing (A). Prerequisite: CMC 224. Continues and extends instruction and practice in writing for all media forms and in a variety of formats. Provides guided practice in written features, public affairs, religion and other media content types and practices in photography, illustration and synthesizing information from a wide...
CMC 332 Public Relations Principles and Practices (A). Prerequisite: CMC 224. Covers the principles, practices, media and methods of public relations and information. Emphasizes public relations functions, communication and publicity techniques. Analyzes relations with publics such as the press, employees, stockholders, and consumers. 3 Cr. Spring

CMC 334 Public Relations Methods and Cases (A). Prerequisite: CMC 332. Provides an introduction to, demonstration in, and application of public relations techniques, tools and procedures to both hypothetical and actual public relations cases. Emphasizes action and communication techniques and practices used in public relations planning, production of informational and persuasive messages, and evaluation of action and communication activities. 3 Cr. Fall

CMC 343 Broadcast Announcing (B). Prerequisite: CMC 242. Course fee. Covers basic broadcast announcing with an emphasis on preparation and presentation of news, editorial content, commercials, public service announcements, and dramatic and narrative content. 3 Cr. Every Semester

CMC 346 Radio Production (B). Prerequisite: CMC 200. Corequisite: either CMC 343 or CMC 348 (may be taken concurrently). Course fee. Covers the principles and practices of radio productions while providing practical experience. Includes assigned projects on production of music, news and public affairs programming, remote taping, analog audio, editing, digital recording. 3 Cr.

CMC 348 Television Production (B). Prerequisites: CMC 200 and CMC 346. Course fee. Covers the principles and practices of television production, with projects designed for television broadcast. Requires students to produce and direct both in-studio and field projects. 3 Cr. Every Semester

CMC 353 Broadcast Sales and Marketing (B). Explores techniques and problems of modern broadcast sales, marketing and programming. Requires projects to develop latest methods in broadcast commercial marketing, planning, audience analysis, and programming in both radio and television. 3 Cr. Spring

CMC 368 Engineering Field Production (B). Prerequisite: CMC 348 and Instructor's permission. Course fee. Provides practical experience in single-camera field shooting and editing, including electronic news gathering techniques. Provides students with an opportunity to direct studio productions as part of campus television services. Provides numerous assignments in studio and field lighting, shooting, interviewing and editing. 3 Cr. Fall

CMC 385 Newspaper Practicum (B). Prerequisite: Instructor's permission. Open to students serving on editorial or executive board of, or in designated positions of major editorial, advertising, managerial or production responsibility with the student campus-community newspaper. May not be used to satisfy requirement for completion of major. May be repeated for a maximum of 12 credits. 1-12 Cr. Every Semester

CMC 386 Broadcast Journalism (B). Prerequisite: either CMC 242 or CMC 243. Course fee. Covers current practice and issues in radio-television news. Provides supervised practice in gathering, writing and presenting broadcast news. Emphasizes responsibility in news preparation and presentation. Requires reporting with audio and videotape recorders; broadcast of news programs over campus media. 3 Cr. Fall

CMC 373 Critical Perspectives on Mass Communication (A). Focuses on film, video, print and other mass-mediated content and forms as cultural artifacts which comment on the societies within which they are produced. Studies media technique and a variety of critical approaches to explore the explicit and hidden messages in these artifacts. 3 Cr. Fall

CMC 399 Independent Study in Communication (A). To be decided prior to registration in consultation with the instructor-sponsor and in accordance with the procedures of the Office of Academic Advisement. 1-6 Cr. By Arrangement

CMC 410 Speakers, Campaigns and Movements (A,D,W). Surveys significant historical and contemporary speakers, persuasive campaigns and rhetorical movements, with special attention to the introduction of women to the speaking platform and to historical and contemporary spokespersons and movements on behalf of racial and gender equality. 3 Cr. Spring

CMC 411 Rhetorical Criticism (A). Explores methods of rhetorical criticism and application of methods of criticism to rhetorical discourse, including verbal and visual forms of persuasion. 3 Cr. Spring

CMC 413 Nonverbal Communication (A). Explores multimedia communication codes for human interaction through channels such as paralanguage, space, time, body, and artifacts. Takes a functional approach considering purpose and context to determine the situational characteristics and codes. 3 Cr. Spring

CMC 415 Public Communication in Administration, Business and Professionals (A). Prerequisite: either CMC 316 or CMC 332. Covers communication in business and professional settings, business and professional community needs, and reading, understanding and interpretation for audiences of business and professional statements and data. 3 Cr.

CMC 417 Political Rhetoric (A,W). Critically examines significant mid-20th century American political speeches and campaigns. Explores the ways in which individuals and institutions use media to exercise power and influence opinion through the use of verbal and visual symbols. Places special emphasis on representations of gender in political rhetoric. 3 Cr. Fall

CMC 418 Intercultural Communication (A). Explores cultural similarities and differences affecting communication and intercultural competencies for interaction between cultural groups and individuals along gender, ethnic, and national lines. 3 Cr. Spring

CMC 419 Problems in Freedom of Speech (A,D,W). Critically examines the First Amendment by exploring its historical foundations and significant legal, political and philosophical arguments. Explores a variety of contemporary controversies concerning an individual's right to freedom of verbal and nonverbal expression, including hate speech, incitement to violence and obscenity. Examines controversies in a variety of contexts, including the public speaking platform, print, television and the Internet. 3 Cr. Spring

CMC 422 Public Relations Campaigns (A). Prerequisite: CMC 332. Focuses on the treatment of an organization's public relations and information, including situation analysis and research, program and campaign planning, development of communications materials and activities, and program management. Provides experience in planning and executing public relations campaigns and programs. 3 Cr. Spring

CMC 438 History of American Journalism (A). Prerequisite: CMC 210. Covers the evolution and development of the media of American journalism from their beginnings in England and Colonial America to the present, and the dominant personalities who helped shape them, relating them to their social, political and economic environments. 3 Cr.

CMC 445 Advanced Radio Production (A). Prerequisite: CMC 346. Course fee. Covers advanced principles and practices of radio productions while providing practical experience. Includes assigned projects, studio work, and digital production. 3 Cr.

CMC 446 Advanced Television Production (B). Prerequisite: CMC 348. Course fee. Requires students to write, produce and direct advanced problems for television. Allows students to work individually and in small production units. Focuses on the development and execution of professional television production problems. Allows students to gain practical skills and finish the course with work that could be used in their video résumé tape or portfolio. 3 Cr. Spring

CMC 463 Mass Communication and Society (A). Prerequisite: CMC 210. Covers significant phases, issues and controversies in the historical development of mass communication in the United States. Emphasizes contemporary media relationships with, and impact on, intellectual, socio-political, economic and technological aspects of culture and society. Considers daily and other periodical press, radio, television, film. 3 Cr. Spring

CMC 466 Advanced Broadcast Journalism (B). Prerequisite: CMC 346. Course fee. Provides experience in gathering, writing and producing news broadcasts for campus cable channel. Covers broadcast principles and practices with an emphasis on news and public affairs programming. 3 Cr. Spring

CMC 467 Theories of Mass Communication (A). Prerequisites: CMC 202 and one of CMC 210, CMC 219 or CMC 242. Examines and critiques the theoretical and
research literature describing and explaining mass communication purposes, processes, messages, media, audiences, settings and effects at the individual, group and societal levels. Gives attention to the cognitive, attitudinal and behavioral outcomes of mass communication in social, political, economic and other societal domains. 3 Cr.

CMC 468 Mass Communication Law and Ethics (A). Studies the legal considerations and issues affecting media communication in all its forms, including computer database, Internet and "new media" issues. Emphasizes defamation and libel, privacy, privilege, copyright and trademark law, contempt, obscenity, fairness and responsibility in media practice. Examines both governmental regulation and controls and self-regulatory media codes. 3 Cr.

CMC 472 Group Leadership (A). Examines group processes, relationships and leadership in task-oriented groups, such as committees, task forces, teams, and problem-solving groups. Includes topics such as analysis of group processes, agenda planning, motivation of participation, conflict management, team building, and group leadership styles and techniques. 3 Cr. Spring

CMC 473 Theories of Communication (A). Prerequisite: CMC 202. Covers classical and contemporary theories of human communication, research and practical applications of theory, relationship of theoretical concepts to instances of communication behavior, and identification of salient communication theories. 3 Cr. Every Semester

CMC 475 Communication Internship (B). Prerequisite: Instructor's permission and senior status. Provides a supervised practicum experience in professional organizations appropriate to the student's major program. Application for internship must be received during the semester preceding the internship experience. 3 Cr.

CMC 477 Organizational Communication (A). Prerequisite: either CMC 273 or CMC 316. Integrates communication theories with practice of communication in organizations. Emphasizes communication roles and culture of organizations as a force in organizational philosophy and world view. Provides practice in diagnosing and improving organizational communication systems. 3 Cr. Every Semester

CMC 479 Conflict Management (A). Covers interpersonal conflict and its essential characteristics; evolution of the study of social conflict; perspectives from which social conflict is viewed, including psychological, social-psychological, sociological, economic, political and mathematical; the causes, conditions and consequences of social conflict in a given social setting; and skills of conflict management. 3 Cr.

CMC 483 Communication Training and Development (A). Prerequisite: Instructor's permission. Introduces communication training with emphasis on practice in designing, facilitating, and evaluating a workshop presentation in an organizational setting. 3 Cr.

CMC 490 Special Studies (A). An umbrella course enabling the instructor to define the course focus and subject matter to address a topic or topics not covered in other communication courses. May be repeated for credit under different topics course title. Additional information can be obtained from Communication department office. 1-3 Cr.

CMC 492 Theories of Rhetoric (A). Provides an intensive study of classical and contemporary theories of persuasion and social influence. Gives attention to the application of theory to the practice of social influence. 3 Cr. Fall

CMC 493 Contemporary Journalism Issues and Problems (A). Prerequisite: CMC 210 and junior and senior status. Provides an in-depth study of one or more instructor-selected contemporary issues or problems in journalism, public relations and/or mass communication. Issues and problems selected will vary with each offering and may be either conceptual or applied. 3 Cr. Every Semester

CMC 496 Senior Honors in Radio-TV Production (B). Prerequisite: Senior status and Instructor's permission. Course fee. Open only to students in broadcasting track. Requires students to research, produce, record and direct radio or TV projects for which they are solely responsible. Radio projects may include works generated at College radio station specifically for this course. Projects are publicly presented at the college community. 3 Cr.

CMC 496 Contemporary Broadcast Issues (B). Prerequisite: Broadcasting major and senior status. Allows for a supervised study of selected contemporary issues or problems in broadcasting. Selected issue or problem may be either conceptual or applied. 3 Cr. Every Semester

CMC 499 Independent Study in Communication (A). Prerequisite: Instructor's permission. To be decided prior to registration in consultation with the instructor-mentor in accordance with the procedures of the Office of Academic Advisement. 1-6 Cr. By Arrangement
Department of Communication

Campus Media Activities

Students are encouraged to take advantage of co-curricular opportunities that exist at the student-operated radio station, WBSU 89.1 The Point, the Brockport TV Club and newspaper, The Stylus. Many SUNY Brockport students have found their experiences with campus media an invaluable part of their preparation for successful careers in journalism, radio/television, and related fields.

WBSU 89.1 The Point is a non-commercial, student volunteer station operating year-round with 7,300 watts serving seven counties in Western New York. The station may also be heard worldwide on the Web. Supervised by a broadcast professional, Warren Krizaniski, the station mission is to provide a "working classroom" using professional radio operations as its model. Programming a mix of alternative, Top 40 and rock daily, The Point is affiliated with Associated Press providing national news, sports and weather which is supplemented with local material. The station is affiliated with the National Association of Broadcasters (NAB) and College Broadcasters, Inc. (CBI). The station is professionally structured with student directors running departments such as: programming, news, production, underwriting, public relations, sports, engineering, and the Website. WBSU 89.1 The Point carries live sports broadcasts including Golden Eagle football, hockey, women's and men's basketball, high school hockey and Batavia Muckdogs NY/Penn league baseball. The station facilities feature state-of-the-art equipment including AudioVault, Cool Edit, Selector and 360 Systems. Each year, at least 80% of our seniors find jobs in the broadcast field within months after graduation.

In addition to the FM station, the sister station (The Circuit) is the training ground for all new members and broadcasts via cable to the residence halls and dining facilities on campus. The Circuit operates seven days a week during the academic year. You do not need to be a broadcast major to join the station. Professional experience can be gained for preparation in fields such as business, public relations, writing, sports management, political science and marketing as well as radio, television and Internet media.

The Stylus is the weekly student newspaper, distributed free at many campus locations and in the village. It is staffed, operated and edited entirely by students. Joining is simple: Just drop by The Stylus offices in the lower level - Seymour College Union.

Students interested in television production may join the TV Club which produces regular programming seen on the on-campus television channel. Student-written, student-produced, and student-directed, these productions are open to all students on the Brockport campus.

The Department's PR Club invites students from all majors to join. This is an opportunity for hands-on experience planning and executing public relations activities for the department and campus. Previous events overseen by the club include campus visits from alumni working at ESPN and Fear Factor as well as a basketball game between former members of the Buffalo Sabres and the Brockport faculty. The Club also engages in fundraising activities for charitable organizations.

The College at Brockport
550 New Campus Drive, Brockport, NY 14420
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MEMORANDUM

DATE: Aug. 6, 2009
FROM: Joe Skeel and Chris Vachon, Interim Co-Executive Directors
SUBJ: Staff Report
FOR: SPJ and SDX Boards of Directors

Before beginning our report, we want to take a moment to thank each one of you for the understanding and encouragement you displayed toward staff during the past year. This was without a doubt one of the most difficult situations an organization will ever face. We lost our leader and our friend. But because of your unwavering and heart-felt support, we were able to make it through the dark times and now enter the new year with a positive and bright outlook. You should all be commended.

We can’t say it enough: Thank You.

Now, on to the collaborative staff report.

MANAGEMENT AND ADMINISTRATION

FINANCES
There’s no other way to say it: It was a disappointing year financially for the Society, although final numbers will not be available until after the audit in early October.

The main culprits for the poor performance are advertising revenue (below budget by about $45,000), registration fees (below budget by about $85,000 mainly due to the 2008 convention.) and membership fees (off by about $45,000). Together, these three revenue streams account for 75 percent of our budget variance.

It’s not a secret why we suffered. The economy and the state of the news industry hit us at every turn. But despite the poor year, we are still in a better position than many of our journalism association counterparts.

We still have more than $300,000 in our cash accounts, (about $40,000 of which is unrestricted), we have in place for next year a very conservative budget, our convention sponsorship is up, our registration numbers are on track and all signs point to an improving economy.

STAFFING
We have made one shift in resources since our meeting in April. The money that was budgeted for an administrative assistant is now being put
toward paying for a full-time Web manager. Billy O’Keefe began working full time on Aug. 3.

We feel that SPJ.org is the portal to our organization, and it was high time we invested the resources to making sure it is the best it can be. You will see lots of improvements coming to the site, some of which are addressed later in this report. We were able to make this switch in resources as a result of our membership database upgrade, which should be in place in October.

**Helium Update**

Our partnership with Helium, an online writing community, has moved slowly. This is solely because of the circumstances surrounding Terry and the headquarters bandwidth. It will likely continue at this pace until we are back to full speed.

Since we worked together three months ago to develop a list of journalism-related writing contests (which is how they will select the folks they will send SPJ’s way), they have launched two. More than 100 competed and Helium will soon pay for memberships for the two individuals who won. They will continue to run contests and send the winners our way.

Helium also has reached out for SPJ’s help in developing platforms for citizen journalists. We haven’t gotten very far at this point. The two ideas are that we would provide an “adviser” to help guide them. And that we could transform our Citizen Journalism Academy content so that it may be used on their site to help train these folks.

We are still working, albeit slowly, to see if there is a way to make that work.

**PROFESSIONAL DEVELOPMENT**

It was a busier year than usual in the programming department. To put it into numbers, we did the following during the past fiscal year:

13 Newsroom Training Programs
9 Town Hall Programs
4 Narrative Writing Workshops
2 Reporters Institutes
2 Citizen Journalism Academies
1 Centennial Celebration
1 Spring Conference
1 CONVENTION

This equals a very busy staff; a lot of volunteer time; some blood, sweat and tears and a great profile for SPJ.

**Conventions**

**2009**

It is a pleasure to say that we exceeded our budgeted amount for sponsorship. We ended up with $82,500 and we budgeted $37,500. This year’s sponsors are The Pulliam Family, Demand Studios, Gannett Foundation, Geico, Scripps Howard Foundation, Eli Lilly, Dart Society and the Indianapolis Business Journal.
We are happy to report that our registration numbers are tracking ahead of last year’s numbers. We aren’t sure why, we are hoping it is our stellar programming offering, our fine marketing efforts and the fact that it is SPJ’s centennial year. For whatever reason(s), we are pleased as punch (as Terry would say).

Onto hotel room nights…SPJ has been tracking low, but by Aug. 2 (the early bird deadline), we picked up some speed. We have hit the 72 percent mark, which is good since we had to hit at least 70 percent. However, there will be cancellations between now and then and so we do need to reach for 80 percent so we just keep plugging away. Low room nights create a problem for the organization as SPJ contracts with the hotel for a certain number of room nights. If we don’t fulfill that obligation, we owe the hotel money for those unreserved rooms. So when our attendees go to other hotels, or even book a room at the Westin outside the SPJ room block, that causes us not to meet our obligation and as a result, we are paying money for which we didn’t budget. We have negotiated with the hotel ways to reduce the attrition and more updated details will be provided at the board meeting.

With the decline in exhibitors and recruiters, we decided to turn the Expo area into a bit of a Career Center too. In the Expo this year, there will be a career coach; a writing coach; clip and résumé critiques; a Freelancing Fare and we are still hopeful for a complimentary massage area.

A variety of things have been planned in recognition of the centennial and we would love to share those with you:
- A group of past presidents have been assembled for a look back at 100 years of improving and protecting journalism
- A group of past Wells Key winners have been assembled for a look at why SPJ is important to them
- Two other programs, along with those above, are noted as Centennial sessions: Ethics since 1908 and 100 years of crime reporting
- The banquet’s dessert will be a birthday cake, along with a “champagne toast” to SPJ.
- A few items from the archives will be displayed
- Very nice Centennial pins were created by Amy Posavac and are being used for new Foundation donations of $100 or more
- Fun pins were created that say “I’m 100 years old”
- A book commemorating SPJ’s 100 years will be distributed
- Table tents with historical facts will be displayed at events
- Austin Kiplinger, a 70 year member, will speak at the banquet
- Notepads with the Centennial logo will be sold
- A Centennial Patron Sponsor program was made available to 10 year+ members

2010
As you all know from the April board meeting, we are heading to Vegas next year. The dates are October 3-6. We have contracted with Planet Hollywood, which is the same location as our 2005 convention at the Aladdin. The Aladdin converted to a Planet Hollywood during the last few
years. Our Call for Programs will open up in September and we will accept proposals until December.

2011
Our partnership with RTNDA is moving forward. A joint RFP has been developed and been sent to New Orleans and Orlando. It is our goal to be able to make a recommendation to the board at this meeting regarding the best city choice for our joint convention. More information is not available at the time of the writing of this report, but hopefully will be ready for the Aug. 27 meeting.

**Newsroom Training Program**
We continue to have no trouble filling our slots for this program. Adding to our supply of audio recorders for the program, we can now say we are the proud owner of 10 Flip cams which will assist with our video module.
One new aspect for the upcoming program is Access across America. This will consist of Dave Cuillier, our FOI chairman and trainer for the Newsroom Training Program, driving around the country on a 16-state tour delivering FOI training to newsrooms in the spring of 2010.

**Narrative Writing Workshops**
The five spring/summer 2009 Narrative Writing Workshops wrapped up on July 25. Despite increased promotion and marketing, we experienced the lowest attendance since these programs began. It is anyone’s guess as to the cause (economy, lack of interest, the selected cities, etc). For the upcoming round of workshops, we will be selecting larger cities and may return to cities where we had sold-out programs in the past.

**Reporters Institute**
This year we will be exploring opportunities to host the print and broadcast institutes in conjunction with each other. This will increase the networking opportunities available to the participants and will allow for shared learning between the print and broadcast students in SPJ mission sessions, including FOI, diversity and ethics. The other sessions would be specific to print or broadcast.

**JournalismTraining.org**
The grant period for JournalismTraining.org has ended. SPJ was given permission to use the remaining funds for Web site expenses/maintenance, staff administration and marketing.

During this fiscal year, we will work with the site administrator and the Web development company on add-ons and updates for the journalismtraining.org site.

**Spring Conferences 2010**
To date, only Region 5 has asked headquarters to plan their 2010 Spring Conference. Heather Porter will work with Beth Konrad (Chicago Headline Club) and Liz Hansen (Region 5 Director) on the conference.

We will continue communicating with spring conference planners through a monthly e-mail offering tips on planning and executing their conferences. As a result of past communication
with tips and information, coordinators have reached out to us with questions, asked for
guidance, etc. We believe this is a great way to help the conference coordinators with their event.
Additionally, we will gather information on the conferences (date, location, Web sites) so that
we can promote those conferences for the regions.

Due to the Mark of Excellence award timeline, it will be hugely helpful if conferences would be
held after March 22.

Citizen Journalism Academy
Programs were held in Denver and Minneapolis. The national office has no plans/funding at this
time for future CJA programs. In July, we were contacted by Christine Tatum about the future of
these programs. She is interested in working directly with chapters to hold these programs across
the country in an advisory role.

Town Hall Meetings
During Ethics in Journalism Week 2009, April 26-May 2, nine Town Hall Meetings were hosted
in the following cities: Baltimore, Cleveland, Denver, Knoxville, Los Angeles, Minneapolis,
Montgomery, Seattle and St. Louis. The meetings aimed to restore the public’s faith in the press
by equipping the public with tools to evaluate all forms of journalism. Each program began with
an opening statement on the Code of Ethics and SPJ’s commitment to ethical journalism written
by Fred Brown. The average attendance at these programs was 50 people. The original intent of
the grant was to host 12 programs, one in each region. Several professional chapters have been
contacted and asked to host a program, but they have declined.

MEMBERSHIP
We have taken a beating, there’s no other way to say it. While it doesn’t make it easy to swallow,
we can take a sliver of comfort in knowing that our fellow journalism organizations are feeling
the pinch as well. It’s clear that this drop is a result of the economy and industry upheaval, not
dissatisfaction with the Society. At the time of this report, we are down about 1,200 members
from the previous year. We are currently sitting at about 8,400.

Short of a magic wand arriving at our doorstep, we hope to rebuild our membership base by
doing what we do best: providing top-notch member and chapter support, producing excellent
programming, developing relevant services for all members, fighting for every journalist’s right
and providing unparalleled resources.

Moving forward, we have budgeted conservatively in membership dues for the coming fiscal
year. If we happen to see an uptick as the economy improves, we will be ahead of the game in
terms of dollars and cents. But make no mistake; this is not a problem that will correct itself
quickly.

At the Spring board meeting, we did implement a six-month fee waiver for members who have
lost their full-time job. As of this writing, 10 members have requested the waiver.
AWARDS

The Awards Department is preparing to take the Sigma Delta Chi and Mark of Excellence Award contests online. A contract will soon be signed to begin site construction. The award management site will take approximately six weeks to build with an additional three weeks of testing time. It will be ready to accept entries at the beginning of November.

Entrants submitting in categories unable to make the shift to the online format (i.e. documentaries and research) will continue to mail hard copies of the entries to headquarters.

The MOE Awards will stratify its current 39 categories to 78. The expanded categories are designed to allow junior colleges the opportunity to compete against schools of similar size. The SDX Awards will also be stratified, to be more inclusive of smaller media outlets.

MARKETING AND PUBLIC RELATIONS

Since late May, a majority of the efforts in marketing and public relations have been devoted to the 2009 SPJ Convention & National Journalism Conference. Convention marketing e-mails were sent each week to a variety of media audiences nationwide. The e-mails were written specifically for each audience. Another valuable tool we’ve used is social media, advertising Convention highlights on Facebook and Twitter.

As the early registration deadline approached, personal newsroom visits were made to medium and large media markets (broadcast and print) in Indiana. The focus of these visits was to drum up interest in the Convention and to ensure that local media knew the availability of the discounted rates and the one-day passes and half-day workshops.

The history book produced for Convention has also been part of the communication team’s efforts in the past couple of months. Thirteen essayists have submitted pieces on journalism and democracy. Dave Aeikens, Kevin Smith, Steve Geimann and Russ Pulliam have also contributed to the book that will highlight and celebrate the past 100 years of SPJ and the SDX Foundation and the organization’s focus: improving and defending journalism.

Press releases and marketing messages about SPJ award recipients, legislative efforts, convention, professional development programs and a slew of other journalism topics continue to be issued on a regular basis. Mentions of national SPJ news are prominent in the days immediately following a press release, and Twitter specifically picks up the releases related to awards immediately and consistently. Most media mentions of SPJ still occur at the local level, reviewing chapter programs or announcing the winners of local awards contests, as mentioned in previous reports.

According to Google News Archives, since Jan. 1, 2008, "SPJ" was mentioned in 1,580 news stories and "Society of Professional Journalists" was mentioned in 4,760 news stories for various reasons, including the shield law, national and local awards, local chapter events and the topics in press releases disseminated by headquarters. 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 people in our databases.
QUILL

Quill being reduced to six issues per year may leave some members thinking the magazine is on the path to less relevant content. That is not the case.

A few ideas sprouted long ago that are beginning to take shape for the magazine, which in 2010 will begin its 98th year of publication.

First, we are examining the possibility of a more standalone site, one that is a landing page solely for Quill. Right now, Quill content is contained on the larger SPJ Web site, with some limited functionality. As SPJ devotes more resources to Web content, the staff hopes to improve the functionality of the Quill site and make content more conducive to Web reading and retrieval from a more organized archive.

Second, the staff plans to publish Web-only content on the Quill site. Currently, the content on the Web is a reproduction from the magazine, with limited to no graphic elements. With cost and time savings from fewer print issues, the staff is seeking to solicit (and promote) more timely stories solely for the Web.

Our long-range goal is to make Quill the place members get their industry news, and a much-improved Web presence will make this possible.

WEB SITE

The continued growth of spj.org over the last few years has, ironically, made it logistically difficult to push the site toward its complete potential. But with the Web Administrator duties now free of the constraints that come with a part-time schedule, the time is now there to considerably reassess the current site’s functionality and explore numerous new ideas while also keeping the day-to-day affairs in order.

The first act in that regard — transferring all of SPJ’s blogs to a popular open-source content management system and changing the way the blog network works within the construct of the site — is currently under way. From there, and with the help of a vastly upgraded members section, SPJ will explore ways to make spj.org more of a destination instead of a mere depot for information. At the same time, efforts will be made to better corral and distribute the wealth of content that has been introduced to the site since its redesign in 2006.

There is a lot there, and it’s imperative members and non-members alike be able to find what they want, discover a few things they weren’t looking for, and, without ever stepping away from the site, use that information to create a discourse with other visitors.
**SPJ.org Numbers**

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*Source: Google Analytics*

**Most visited pages, in order of hits**

1. Front Page
2. Ethics Code
3. Convention Front Page
4. Ethics
5. Members
6. Job Bank
7. About SPJ
8. Convention Schedule
9. HQ
10. Convention Programs
11. Freelance Database
12. Join SPJ
13. Awards
14. Convention Registration
15. Convention Highlights
MEMORANDUM

DATE: August 27, 2009
FROM: Sonya Smith, Region 11 Director
SUBJ: Repealing committee term limits
FOR: SPJ Board of Directors

The policy violates the SPJ bylaws. The bylaws set the powers of the SPJ president, which include the power to appoint committee chairs. Article 6, Section 5 of the bylaws states, "The president is authorized to appoint and assign duties to committees that the president deems necessary." There is no qualifier to this power that allows the board to limit or expand it; it clearly grants the power of appointment to the president as the president "deems necessary." In fact, Article 6, Section 5 is the ONLY mention of national committees in the bylaws. The power to "appoint and assign duties to committees as the president deems necessary" is the president's, and the president's alone ONLY the delegates to the convention may limit or expand this power, NOT the board of directors.

2. The policy is in opposition to the sense of the convention delegates regarding term limits. In Fort Worth, Texas, in 2002, the convention delegates voted to repeal the bylaws’ limit of three two-year terms for regional directors. Regional directors are voting members of the board of directors and exercise far more power and authority than do committee chairs. The 2002 action by the delegates removed the very last restriction on total number of terms anyone in SPJ at the national level may serve. It is quite clear that, over the years, the delegates -- comprising as they do the "supreme legislative body" of SPJ (Article 9, Section 1) -- do not want term limits.

3a. To the argument that it is at times awkward or embarrassing for an incoming president to tell a longtime chair that the new president would like to appoint someone new to that position: To become president of the Society requires a strong determination to speak boldly and decisively on the many issues affecting and threats to our profession. Someone who feels lacking in the ability to diplomatically thank a longtime chair for his or her service while simultaneously informing that chair that he or she is to appoint another as successor might want to seriously reconsider seeking the SPJ presidency in the first place, as such a person would likely have a tough time with the far more challenging pronouncements he or she would be called to make.

3b. Mark Scarp, national Membership Committee chair from 2003-06, submitted this statement: "The former SPJ president who proposed the current committee chair term limits, Christine Tatum, had no problem coming to me as she was about to assume office in 2006 to let me know
that she appreciated my service, but was going to appoint a successor as membership chair. It
was a cordial discussion, even though I had no prior notice she wished to make a change. Soon
after, I initiated an equally cordial telephone conversation with my successor and spent about an
hour going over duties and ideas. If Christie felt any discomfort in her conversation with me, it
was not apparent. She was doing her job, and someone who doubts they could do what she did
should seriously think about six or seven times about seeking the SPJ presidency to begin with."
MEMORANDUM

DATE: July 28, 2009
FROM: Bill McCloskey and Michael Koretzky, Chapter Doctors
SUBJ: Chapter Doctor report
FOR: SPJ Board of Directors

Although not an official committee of SPJ, we have decided to submit a report so that board members and the Society members who read the board book will have an idea of what we found when reading all of the on-time submitted Pro Chapter annual reports for the 2008-09 cycle. Reading these reports and making recommendations is among the duties assigned the professional at-large members of the board who are designated “Chapter Doctors.”

These thoughts are listed in no particular order.

Some chapters had programs that were NOT lecture-based. The chapter doctors thought this was creative and useful to attract members to programs.

- Minnesota Pro - Program: “How to write a book.”
- Virginia Pro sponsored the Virginia Coalition for Open Government Conference.
- San Diego Pro offered “Basic Spanish for Working Journalists.”
- The William O. Douglas chapter sponsored a movie night, featuring a journalism-related movie followed by discussion. It’s still talking, but at least it’s a little different. So is their Earth Day cleanup -- not media-related, but still physical and active.

Some valuable efforts were not programs at all but projects to enhance the profession:

- Minnesota Pro - board members wrote op-eds in support of FOI
- Press Club of Long Island produced a 52-page media guide
- Some chapters had Gridiron dinners or other shows to raise money for the chapter or for charity.
- Many chapters ran mentoring programs or workshops for college and/or high school journalists.
- North Central Florida Pro acted decisively to withdraw awards from a TV station caught in an ethics scandal.
- Some chapters underwrite travel and registration for students to attend regional or national conferences.
- Chicago Pro paid legal fees for a video journalist harassed by police. We wonder if other chapters realize the credibility they have if they defend good journalists from bad practices. Colorado Pro has a weekly newsletter.
• Fort Worth co-sponsored its newsletter with PRSA and IABC. The more partnering we do these days, the better. This is a unique one. The New York Deadline Club struck a deal to offer its members special benefits at the Salmagundi Club, a Manhattan arts and education center. While not really programming, it’s something tangible and not verbal.
• Many chapters ran mentoring programs or workshops for college and/or high school journalists.

Some negatives:
• Many chapters lost “stars” because they had no chapter members show up for regional or national conferences. Some lost points because they did not have an audit of their books. These should be simple shortcomings to overcome.

• Some chapters have Twitter reports from their meetings and post video on their Web sites, but other chapters haven’t updated their Web sites in many many months.

Chapters need to list all of their programs in the report if they expect to get credit for them. It is also an important way to share program ideas with other chapters.

We will be recommending to staff changes that could be made to the reporting forms to make it more obvious what information HQ is seeking and make the job of reviewing more consistent and less time consuming.
MEMORANDUM

DATE: Aug. 10, 2009
FROM: Darcie Lunsford, Region 3 Director
SUBJ: Annual Reports/Chapter Star Rankings Recommendations
FOR: SPJ Board of Directors

GOOD STANDING
A chapter in good standing is one that completes an online form telling us the following:
- Their officers
- Checking a box that they have one membership gathering a year (we recommend using the word gathering rather than meeting since many don’t have any formal meetings)
- Financial report (this would include of name of financial institution, account number, balance in checking and savings and investments along with the names of those authorized to sign checks, copy of 990s if gross revenue over $25,000, in general, keep some of the language from financial section of the current annual report)

A chapter in good standing can vote at the convention and can apply for chapter grants administered by HQ.

The form could be due each year on Jan. 31.

This form is not an annual report any longer but instead it is a Chapter Maintenance Report, Chapter Report or any other appropriate name we come up with.

RD CONTACT
Each quarter, each RD would call and/or email each pro president in his/her region. After each call or e-mail exchange, the RD would complete an online form.

Online form would be due March 30, June 30, Sept 30 and Dec 30. When the forms are received at HQ they will be reviewed by Joe and Linda. The forms can be used in conjunction with awards packets.

What happens when HQ doesn’t get the forms? RDs to determine this because HQ does not have the resources to follow up with RDs.

AWARDS
The current annual report form becomes the award application with some tweaks. Chapters will also file these by Jan. 31, reflecting prior year activities. The same who, what, and where the money in the chapter
maintenance report will also be requested in these awards reports to minimize the number of reports that any one chapter files each year to one.

HQ to publicize the awards process.

Currently there is a Circle of Excellence award program. This program recognizes chapters in the following areas (one chapter per area): FOI, professional development, communication, diversity and campus relations/scholarships.

Additionally, a chapter of the year program exists.

We recommend that review of the applications and the selection of the award winners move to the Awards and Honors committee.

Finally, the RDs recommend one more level of awards. This level would come, in a sense, before the Circle of Excellence level. This award program, called the Chapters of Excellence, would recognize any and all chapters (no limit) who meet established criteria in the following area: diversity, FOI, ethics, watchdog and professional development. The awards program would look something like this:
- Chapters of Excellence (recognizes all chapters that apply for this recognition) *this is new*
- Circle of Excellence (recognizes 5 chapters total, one for each area of programming) *this currently exists*
- Chapters of the Years (recognizes 6 chapters total, 3 large and 3 small, for good work in all 5 areas of the Circle of Excellence program) *this currently exists*

We recommend that the areas of recognition for the Chapters of Excellence and the Circle of Excellence be the same.
MEMORANDUM

DATE: August 27, 2009
FROM: Holly Edgell, Region 7 Director
SUBJ: Proposal for SPJ Career Toolkit at SPJ.org
FOR: SPJ Board of Directors

Planning Committee: Yves Colon, Holly Edgell (Chair), Holly Fisher, Adrian Uribarri and Pueng Vongs

Introduction:
In my first year as a regional director and member of the Society of Professional Journalists Board, I have been hearing from members about the need for SPJ to do more in the area of empowering journalists to survive (and even thrive) in the evolving media environment and tough economic climate. In short, it’s all about jobs. So, it occurred to me that SPJ could beef up its online offerings when it comes to employment, training and career survival.

Here are the key elements the committee and I have come up, along with remarks from Billy O’Keefe and I about logistics, time commitment and other issues related to execution. Please note, the committee is open to ideas and suggestions, as well as thoughts about rolling out the agreed upon elements in a way that is timely and not unduly onerous for staff and volunteers.

Elements:
1 -- **Aggregate current Career, Freelance, and Training sections** under CAREER TOOLKIT (working title). Include listings of regional workshops and resources from other groups that can help people retool for new media.
   *Billy O’Keefe: “Sounds easy enough”*

2 -- **Blog.** To include:
   - Advice from pros about rebranding yourself to showcase your multi-media skills
   - Guest bloggers sharing advice and success stories
   *Holly Edgell: Similar to other SPJ blogs, I would recruit volunteers to add content and identify contributors and assign dates for posting.*

3 -- A step-by-step **tutorial/guide** to finding free resources and building e-portfolios, blogs, Web sites, upload video/audio, etc.
   *Billy O’Keefe: “Someone from the committee simply will need to keep an eye on section and send updates when needed.”*

4 -- Aggregation of **links** to journalism job sites and other useful sites
Billy O'Keefe: “Someone from the committee simply will need to keep an eye on section and send updates when needed”

5 -- A guest employer/recruiter column from employers about what they’re looking for in new hires.
Holly Edgell: A weekly feature? Could be part of Blog, at least to start.
Billy O'Keefe: “As long as someone is tasked with rounding up the content on a regular basis (and that basis could be anything as long as new content trickles in and keeps the section reasonably fresh), this is easy. I would, in fact, recommend tying this under the blog. We’ll be updating our blog software to WordPress soon, and that content, along with updates from the committee in charge of the Toolkit, would make for a pretty lively destination.”
Proposal for
SPJ Career Toolkit (working title) SPJ.org, cont.

6 -- Resume and cover letter clinic.
With rotating volunteers.
Provide easy to use templates, samples, formats online

7 -- Career e-hotline, with live online chat.
With rotating volunteers.
Billy O'Keefe: “I'm not crazy about us assigning daily shifts to an on-site chat room, because I just don't see it getting the kind of traffic that demands such a thing. Maybe a weekly event is a better way to go? That said, there's third-party software that will allow us to do this, so it's very technically feasible. Once it's set up, though, this would have to fall on committee members (rather than HQ) to upkeep.”

Conclusion:
It seems like a project, once online, would be overseen and maintained by members, not headquarters staff. As planning committee chair, I would expand committee membership to meet the needs of the workload.

My sense (again, through hearing from members) is that providing a comprehensive resource for employment, career, and jobs can only help SPJ in attracting and retaining members.
MEMORANDUM

DATE: July 28, 2009
FROM: Capital Improvement Committee: Bill McCloskey, Sue Porter, Howard Dubin and Sonny Albarado
SUBJ: Capital Improvement Committee report
FOR: SPJ and SDX Boards of Directors; Finance Committees

At the April 2009 SPJ and SDX Foundation board meetings, presidents Dave Aeikens and Steve Geimann appointed a committee to work with staff to review capital improvements that would be needed at the SPJ/SDX Headquarters building in Indianapolis over the next five years.

The committee met by teleconference several times and with staff help developed a list of projects. Staff sought estimates on the projects identified and the SPJ/SDX accounting consultant made a recommendation on a depreciation schedule for each of these. In his judgment, all of the items should be depreciated over 25 years.

While the amount charged to depreciation each year in our financial/tax accounting is small, the cash to pay the contractors must come out of the cash flow of the two organizations.

Committee member Sue Porter has recommended that the Foundation assume a financial burden greater than SPJ for these projects and suggests that SDX might want to start a capital fund-raising effort to free up more SPJ money to help journalists more directly than refurbishing the building and grounds. The members of the committee would welcome such a decision by the foundation board. We have been advised by tax counsel that SDX legally may take on the entire burden.

For the 2010 fiscal year (Aug. 1, 2009-July 31, 2010) it is estimated that $30,000 cash will be available from each organization.

If the cash is not in hand, the projects would need to be deferred. We have prioritized the list based mostly on need, but we have moved the landscaping project to the top so that it can be completed in the early part of August 2009 so the building looks nice when our members are in town.

FISCAL 2010
August 2009 - Landscaping $1,500 (depreciation $60 per year)
Spring 2010 - Roof replacement - $26,000 ($1040/yr)
Spring 2010 - Exterior repairs and painting $4,875 (195/yr)
FISCAL 2011
August 2010 - Replace boiler and associated heating system $39,000 ($1560/yr)
Spring 2011 - Parking lot - Mill and re-pave as necessary, seal and stripe $3,000 ($120/yr)

FISCAL 2012
Fall 2011 - Replace carpeting (estimate to come)
Fall 2011 - Interior painting $3275 ($131/yr)
Spring 2012 - Replace air conditioning unit when/if necessary $20,000 ($800/yr)

TOTALS $97,650+carpet ($3,906 depreciation per year once all projects are completed).

The committee recommends that absent a willingness by SDX to take on the whole capital expense a line item be added to the SPJ budget each year to allocate cash for a capital improvements fund.

At the committee’s request, staff undertook research about possible cash-generating uses of the second floor of the building. It is currently used for staff activities such as sorting of awards entries each year. It is also set up for occasional SPJ board meetings or meetings by other journalism organizations. The awards sorting activity will go away if we can switch to electronic judging.

One concern that was addressed was whether the Americans with Disabilities Act (ADA) required us to get an elevator or other lift if we wanted to lease the space either as office facilities or a catering facility. Our lawyers say that we would not, therefore no estimates on that project are included. It was also determined that there is little demand for either office space or catering space in our neighborhood in Indianapolis. This idea can be kept active by contacting several commercial real estate agents to look at the space and make recommendations on how we might monetize it.

We also discussed outfitting the second floor as an SPJ training facility, but the staff reported that a key selling point for current SPJ training offerings is the fact that we suitcases the training to the news organizations location, saving travel and lodging expense for those being trained.

We discussed future computer upgrades and agreed to recommend sticking with current practice of paying for these items as we need them from the non-capital electronics line in the budget because the pace of technology makes the depreciation schedule, if any, quite short.

Each committee member raised capital spending expenses that their own organizations had faced (e.g. replacement windows) but staff assured us that the rest of the building is in good shape.

We ask that the SPJ board approve adding the capital improvements fund line item to each year’s budget and endorse the schedule of improvements outlined above.
MEMORANDUM

DATE: Aug. 10, 2009
FROM: Darcie Lunsford, Chairwoman of the Terry Harper Memorial Fund Committee
SUBJ: Fund Recommendation
FOR: SPJ Board of Directors

After careful consideration and deliberation by a host of participants, the Terry Harper Memorial Fund Committee recommends that the board establish an endowment in Terry’s honor and use those proceeds to fund scholarships to SPJ’s professional development programs.

These scholarships could be given out to journalists that might not otherwise be able to afford to attend our national convention or other educational programming.

The need is great and we feel this is an appropriate tribute to Terry, who was a tireless advocate of professional development and dedicated himself to building SPJ’s roster of programming.

How much and to whom these scholarships are granted is undecided and will largely be a function of our fundraising success. The committee looks to board direction to help establish a more detailed process. As of today’s date the fund has about $9,000. We hope to raise more money through a convention auction and a post-convention, fundraising push, announcing the fund’s intended use.

BACKGROUND
The committee, which includes myself, Bill McCloskey, Neil Ralston and Lee Ann Harper, met via conference call on June 12 to hash out ways to establish a lasting tribute to Terry Harper. The process that followed was deliberative and thoughtful with great effort made to include the insights and ideas of those closest to Terry while still serving the needs/mission of SPJ. The committee came up with several tracks, which were then vetted through staff and the executive committee. The feedback is reflected in this recommendation.
MEMORANDUM

DATE: July 24, 2009
FROM: Pueng Vongs, Diversity Committee chairwoman
SUBJ: Diversity Committee report
FOR: SPJ Board of Directors

The following are highlights of the committee's activities in 2009.

Partnering with Unity: Journalists of Color to help journalists during industry/economic crisis. This is our main area of focus going into 2010 and represents an important alliance with this critical group. The partnering stems from a recent ASNE study that confirmed that black and Asian journalists are losing their jobs at a faster rate than other ethnic groups. Some 13.6 percent of Black journalists and 13.4 percent of Asian journalists lost their jobs last year compared to 11.3 percent overall. This is a reverse of decades of successful diversity initiatives to help newsrooms greater represent the overall population. We are in discussion with Unity and other major industry organizations to discuss such topics as: What steps newsroom leaders, publishers should take to ensure diverse staffs and coverage; The role of publishers, station general managers, parent companies to balance bottom line needs with diversity; The role of unions in prioritizing diversity in contract negotiations; What can companies do to greater train employees so that their skills match constantly changing needs of the marketplace. We are marketing the SPJ survival toolkit being assembled by Region 7 director and diversity committee member Holly Edgell as well as multimedia trainings for journalists, among other ideas. The idea is to deepen our connection with these groups and bring some proposals before the SDX board.

Chapter outreach. The committee continues to stress that diversifying membership begins at the chapter level. All committee members are asked to recruit members and create programs in their locales. Here are some highlights:

George Daniels at the University of Alabama conducted two diversity workshop sessions at Wilkes University during the Tom Bigler Journalism Conference in April. He did a session for high school students and a separate session for teachers. He used the “Getting to the Source” Teaching Plan as a framework for some discussions with educators and encouraged the teachers to use several other resources on the SPJ Diversity Web site.
Rebecca Tallent at the University of Idaho has been canvassing Indian Country (specifically with the Coeur d'Alene and Nez Perce nations) and working with the journalists to come to SPJ. The Snake River Pro Chapter will actively be taking this up in the fall.

Aiesha Little, V.P. of the Greater Cincinnati chapter help recruit journalists through multimedia programs such as "how to build a website," "writing online," and "social media 101 for journalists."

**FOI trainings for ethnic media.** We continued to help national do outreach for trainings. The initial year in 2008 was a resounding success. But the hard lesson is without chapter support and the partnership of national ethnic media organizations such as New America Media, it is hard to get the attention of ethnic media newsrooms. National has identified a group, Community Media Workshop in Chicago that may be able to help with trainings.

**Awards judging** The diversity committee continued to be an integral part of the Helen Thomas Lifetime Achievement Awards and the New America Awards. For the first time, the New America Awards was open to all media outlets highlighting public service journalism that explores and exposes an issue of importance to immigrant or ethnic communities in the United States. While the number of entries increased as a result, we must continue to encourage ethnic media and other in-language sources to submit entries. Judges must also be made aware of the imbalanced resources between a small in-language dailies and large metropolitan dailies. This year we chose a winner that was a healthy balance of the two representing a collaboration between ethnic and mainstream on the topic of immigration.

We asked Reginald Stuart to submit a nominee to the Lifetime Achievement Award, and his nominee was the eventual winner: Robert Churchwell. Churchwell, who died Feb. 1, 2009, was the first black journalist to work as a full-time reporter for a Southern general interest newspaper. In 1965, he became the first black member of Sigma Delta Chi’s (now SPJ) Middle Tennessee Professional Chapter, and he served as chapter vice president in 1969.

**Communications** We submitted press releases to national on important diversity-related topics such as the controversial stimulus bill cartoon we believed lampooned President Obama as well as the ASNE study on the high number of journalists of color impacted by industry cutbacks. Diversity committee members and associates continued to contribute thought provoking pieces to the organization’s communications. Check out “America’s Biracial moment” on the SPJ blog or “How to report on race in the most ethical ways” in the April issue of Quill.

**LGBT task force for the society.** We are exploring the possibility of creating this task force. We must first insure there is interest among members and programs that can sustain the group and are looking for a member who can spearhead this effort.

**Convention preparation** The committee worked with the national office on obtaining speakers and panels for the convention. This was hit and miss at times. While we succeeded in getting in a session on ethnic media other ideas didn’t make it. We look forward to working with national on more programs for 2010.
MEMORANDUM

DATE: July 24, 2009
FROM: David Cuillier, FOI Committee chairman
SUBJ: FOI Committee report
FOR: SPJ Board of Directors

Below are activities conducted by the FOI Committee for the 2008-09 year:

Updated and expanded the Sunshine Network
The FOI Committee updated and expanded the Sunshine Network pages, providing more contacts and resources in every state for journalists needing assistance. Each committee member was responsible for gathering FOI experts and resources in four to five states and providing it in a useful list for journalists who need help accessing records or meetings, or a good quote for a story about a denial or closed meeting. Each state’s pages will be provided online at the SPJ Web site once the page is redesigned. An example of a page is provided below.

Co-sponsored the Sunshine Week national audit
Sunshine chairs assisted in the national access audit coordinated by ASNE, NFOIC and SPJ (FOI Chair David Cuillier assisted in the planning of the project with Debra Gersh-Hernandez, FOI Committee member Charles Davis and Pete Weitzel). Journalists throughout the country checked to see if their state governments provide certain government records online for citizens. Results were released during Sunshine Week, March 15-21, with SPJ as a co-sponsor.

Helped journalists
- Assisted dozens of journalists from all forms of media 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, and signed on to various letters advocating for better FOI legislation.
- David Cuillier was quoted in news articles about FOI, including a piece by Bloomberg.
- Continued to blog issues on FOI FYI.
- Committee members provided FOI training in Colorado, Florida and other locations for the newsroom training program.
- Submitted SDX grant ideas. The SDX board approved a pilot project for on-the-road FOI training for 2010 to reach more journalists.
Fought for open government
- Supported letters, petitions and other efforts to encourage the Obama White House to be more open. David Cuillier and Robert Leger attended a brainstorming session hosted by OMB Watch in Maryland to create recommendations for the administration on improving transparency.
- Worked with the Senate Press Gallery to change the rules so journalists can’t be denied access based on the income source of their organization (now the rules allow journalists to be excluded if they don’t work for companies that rely on advertising or subscriptions, allowing some journalists from non-profits to be shut out). Talks still continuing.
- Committee members worked with individual states to improve transparency. For example, Joel Campbell helped stop legislation in Utah that would have gutted the public records law. Robert Leger helped get LDF funding for the Arizona First Amendment Coalition for litigation regarding access to data.

Contributed to organizational needs
- Produced FOI Toolbox columns for Quill:
  - Joey Senat column for December on trend of agencies hiding records in private e-mails
  - Donald Meyers column for January/February on educating the public about FOI
  - Joel Campbell column for March on privacy creep
  - David Cuillier column for April on reaping the practical benefits of FOI scavengers
  - David Cuillier column for May on the closure of concealed weapons permits
  - David Cuillier column for June/July on effective request letters
  - David Cuillier column for August on a dozen documents that can make for fun features
- Vetted nominees for the Sunshine Awards and First Amendment Awards.
- Assisted the Pulliam intern in story generation and sourcing for the Quill FOI issue.
- Recommended to the LDF committee and leaders to embark upon a campaign to endow the LDF, providing a war chest for making significant change in the legal environment at a time when media organizations are reluctant to take on expensive battles.
- Provided recommendations for revamping the FOI section of the SPJ Web site, for when the Web page is redesigned.
- Provided ideas for conference panels and coordinated a shield law panel for the 2009 national conference.
- Built relationships with other FOI organizations, including Reporters Committee for Freedom of the Press, ASNE’s FOI Committee and OpentheGovernment.org. David Cuillier represented SPJ at the National Freedom of Information Coalition meeting in June 2009, along with attending sunshine chairs.

Example of a Sunshine Network resource page for journalists

Arizona
Quotable access experts
Dan Barr
Media law attorney

Perkins Coie Brown & Bain
Phoenix, AZ
(w) 602-351-8085
(c) 602-882-1896
dbarr@perkinscoie.com
http://www.perkinscoie.com/dbarr/

David Bodney
Media law attorney & adjunct faculty at Sandra Day O’Connor College of Law. Expert on all aspects of state open meeting and records laws.
Steptoe & Johnson LLP
Phoenix, AZ
(w) 602-257-5212
(c) 602-315-1547
dbodney@steptoe.com

David Cuillier
Society of Professional Journalists FOI Committee chairman
Member, Arizona First Amendment Coalition
Teaches and researches FOI issues and database journalism, and familiar with state and federal open records and meeting laws. Also an expert on public attitudes toward access.
Assistant professor of journalism
School of Journalism
University of Arizona
Tucson, AZ 85721
(w) 520-626-9694
cuillier@email.arizona.edu

Stephen Doig
Database journalism expert & Pulitzer winner
Knight Chair Professor in Journalism
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
(w) 602-496-5798
Steve.doig@asu.edu

Nick Dranias
Director, Center for Constitutional Government
The Goldwater Institute (policy research group that focuses on accountability government issues - have produced policy suggestions for transparency). Can speak to the principles of open government and why it is important for citizens, particularly transparency in government finances.
Phoenix, AZ
602-462-5000
Robert Leger
President, First Amendment Coalition of Arizona
Also former president of the national Society of Professional Journalists, currently member of the national SPJ FOI Committee, steering committee member of OpenTheGovernment.org, and assistant editorial page editor for the Scottsdale Republic.
Scottsdale, AZ
602-444-6805
rleger@spj.org

Resources
Open Government Guide for Arizona (good explanation of the law)
Reporters Committee for Freedom of the Press
This Web site provides a good explanation of the public records law and open meetings law, by attorney Dan Barr and links to the actual statutes.

Arizona First Amendment Coalition and Media Hotline (602-351-8000)
This group meets quarterly to discuss access and press freedom issues. Let them know if you run into problems and they might be able to help or spread the word. Contact the president (above) and check out the Web site at http://www.arizonafoi.com/
Also, the FAC provides a media hotline (602-351-8000) for journalists, including student journalists, to provide advice on obtaining records. For more information, see http://www.ananews.com/memberservices/legal.html#media.

Arizona Public Records Ombudsman
Elizabeth Hill, a former assistant attorney general for Arizona, is the public records ombudsman for Arizona and will provide her take on the public records law. She will also call agencies and explain the law to them if they are not following the law. She has the power to look at public records in private to determine if they are being withheld appropriately. Also, check out her guide to public records online (great to provide to reluctant agencies – “Don’t believe me, look at what the state ombudsman says.”).
http://www.azleg.state.az.us/ombudsman/public_records.html
She can be reached at ehill@azoca.gov, or at 602-285-9136 x32 or 800-872-2879.

Arizona Reporter’s Handbook on Media Law
Written by Dan Barr. To get a copy for $5, contact Sharon Neilson at 602-351-8014 or at sneilson@perkinscoie.com.

Arizona public records audit
This Web site shows the results of a public records audit conducted statewide that showed noncompliance with the law. http://www.azstarnet.com/publicrecords/
MEMORANDUM

DATE:  Feb. 20, 2009
FROM:  Andy Schotz, Ethics Committee Chairman
SUBJ:  Ethics Committee report
FOR:   SPJ Board of Directors

Since last year's convention, the Ethics Committee has kept busy.

- Over the course of any given year, we get numerous requests for advice or feedback through calls to the Ethics Hotline, e-mails to SPJ's headquarters and calls and e-mails directly to individual committee members. This year was no exception. My best guess is that the Ethics Hotline received one or two calls a week, but sometimes more. Scott Leadingham occasionally passed along two or three requests in a day. I believe the record is four. Fred Brown and I split those calls.

Scott, who was in charge of forwarding requests for much of the past year, did an excellent job. With his help, and through a few tweaks at my end, Fred and I were able to respond to just about every call within 24 hours, and usually a lot less.

Some examples of the questions and inquiries are:
- Can a journalist run for a public office in an area his newspaper doesn't cover?
- What are the ethical considerations about quoting from private documents posted on a listserv anyone from the public can join by registering?
- Is it a conflict for a sports reporter to participate in a betting pool that involves a team he might cover?
- Can a reporter who owns stock in a company cover a topic related to that company if he or she sells the stock first?
- Should a reporter call a pregnancy care provider for a story and not identify herself as a journalist right away, based on the theory that she'd get a different response if she identified herself up front?
- Is it OK in a state with one-party consent on taping phone calls for a reporter to listen in on a phone conversation with the consent of one party?
- Is it better for a newspaper editor to buy a new car outside of his coverage area instead of from local advertisers?

Many times, questions are posed to or shared with the entire committee. Many of us will weigh in, and the answers will be compiled and sent to the person with the question.
• Members of the Ethics Committee continued to be sought as experts for news stories and columns. Some for which I was contacted are:
  - Mashable.com, on social media
  - CNBC, on Facebook reserving vanity URLs for journalists before the public
  - AJR, on the blurring of ads and news copy
  - a Philadelphia Inquirer columnist, on two journalists incarcerated in North Korea
  - former New York Times sports columnist Murray Chass, on the outing of Sammy Sosa’s steroid test results
  - Bulldog Reporter’s Daily Dog (a PR newsletter), on what journos would like to see from PR practitioners
  - the Washington Examiner, on The Washington Post’s "salons"

• Ethics Committee members continue to keep in contact often - no less than once a week. During discussions of issues — for example, considering whether to issue a statement on a current topic — e-mail traffic rises. Participation and responsiveness have been excellent.

• As noted in a report earlier this year:
  - The committee issued a statement in December condemning NBC for using a military expert with hidden defense industry ties as an on-air analyst. The statement got a lot of coverage. NBC News President Steve Capus was upset and rejected SPJ’s previous invitation to be part of this year’s convention.
  - The committee also was asked to weigh in on a possible statement about the Obama administration’s practice of approving news outlets for questions before press conferences (Dave Aekens decided against making a statement).
  - Also, Dave asked the committee to come up with a broad strategy to combat pay-for-play after hearing a specific example of it at a TV news station. We submitted an idea, but the Executive Committee decided not to use it.

In addition:
  - In May, the committee issued a statement about the Washington News Council’s "virtual hearing" in which the public was asked to take a position, through anonymous e-mails, on a complaint against a TV station’s reporting - even though the official complaint was no longer pending.
  - The committee wanted to issue a statement about The Los Angeles Times’ use of an ad disguised as a news story on its front page. Dave said we were too late - more than a few days had passed.
  - We had a similar interest in commenting on The Washington Post’s strange plan to have businesses pay thousands of dollars to the Post for private dinners with Obama administration officials and Post journalists at the publisher’s home. We were not ready to comment within a day or two - mostly because the facts were still coming to light several days after the news broke.
  - We also talked about issuing a statement about a reporter in Milwaukee who supposedly dated a police chief shortly after writing a lengthy profile of him, although the coziness might have started while she was working on the story. There were too many unknowns about what happened, so we let it go.
• The Ethics Committee's blog has had spurts of activity, then longer periods of inactivity. Sharing the blogging duties didn't work, so I tried to keep the blog going on my own, but I've done little with it the last few months.

• A handful of people have shared the Quill column duties this year. I've written some. Al Cross, Jerry Dunklee and Nerissa Young all have written, too. Out of the blue, I received an ethics column pitch from Sue Ellen Christian, an SPJ member who teaches at Western Michigan University. Her idea was good, so she wrote it for Quill.

• I participated in at least two conferences as a representative of SPJ and the Ethics Committee. One was a very interesting, provocative half-day session (with the wonderful title "Is the Media Out to Get You or Just Doing its Job?") at the National Association of Counties' convention in Washington, D.C., in the spring. I also was part of a panel on ethical thinking at the Special Libraries Association's convention in Washington, D.C., in June.

• I also was part of a panel discussion in the spring for the ethics town hall meeting at Towson University near Baltimore. Jane Kirtley moderated an ethics town hall meeting in Minnesota. Members of the Ethics Committee wondered about not being in the loop on the plans for those meetings, but Dave said that was done by headquarters staff.

• As I mentioned in an earlier report, the committee helped an adjunct at Kent State University who was developing a curriculum for high school journalism teachers. She gave us 15 very good case studies and asked us to comment on some of them. We answered all of them, and Nerissa agreed to comment on four cases through video clips, helping the adjunct fulfill a multimedia component of the curriculum.

• A representative of the Public Relations Society of America asked for SPJ's input for a Professional Standards Advisory on video news releases. I sent her statements we have made on VNR use.

• Also mentioned in an earlier report: We revived a plan to clarify the intent behind the code of ethics. After a good deal of writing and editing, we came up with a tightly worded, three-sentence explanation. It has been added to the online version and the PDF version. Laurie Babinski of Baker and Hostetler complimented our work and said it will be a big help as her firm and the Ethics Committee combat other efforts to misuse the code, particularly in court cases.

• Committee members are producing three ethics sessions for this year's national convention. One is on the pros and cons of allowing anonymous comments at news web sites (produced by me, with Liz Hansen moderating). Another is on the ethical considerations as the Chicago Tribune published stories about an investigation into Illinois Gov. Rod Blagojevich (produced by Mike Farrell. The third is a discussion of questions handled by the Ethics AdviceLine (produced by Casey Bukro). Chris Vachon has said there are at least two other ethics sessions planned this year (Nerissa is moderating one), plus ethical threads in other sessions. The past few years, I've suggested four as a minimum number of ethics sessions for our national convention. Since we will have five-plus, I'm pleased.
• Fred is continuing to work on the updated version of our ethics book. He has said there appears to be a breakthrough in our search for a publisher.

• After a journalist told us our translation of the code of ethics into Arabic had mistakes, Peter Sussman helped organize a team of Arabic experts, who translated the code anew, through a collaborative process that was quite interesting. They struggled with several words and phrases that are open to interpretation, but eventually created a new version that is a big improvement. It has been posted at our web site.

• Finally, the Ethics Committee had a lengthy debate and series of deliberations about nominations for this year’s Ethics in Journalism Award. We recommended two winners. However, the Executive Committee rejected both recommendations based on a different interpretation of the definition of the award. We asked if the Executive Committee would reconsider, so we could more fully describe our reasoning, but the Executive Committee declined. Dave forwarded the question about the definition to the Awards Committee, to review before next year’s awards process. The Ethics Committee will share its ideas with the Awards Committee.

A side note on the ethics award process: After getting only one nomination in 2008, the committee reached out a little further and brainstormed a little more, to get six nominations this year, including one that came in unsolicited.
MEMORANDUM

DATE: July 24, 2009
FROM: Amy Green, Freelance Committee Chairwoman
SUBJ: Freelance Committee report
FOR: SPJ Board of Directors

The Society of Professional Journalists is ideal for beginning and intermediate freelancers who seek help in getting started and, as we grow more seasoned, networking and leadership training. Membership involves no minimum experience requirement, making the organization open to everyone. It is a fantastic value, offering benefits and services freelancers pay much more for through other organizations. SPJ offers networking not only with other freelancers but staffers, editors, educators, photographers and more.

These are some of the things that set SPJ apart from other organizations for freelance journalists. President-elect Kevin Smith wants to expand the committee, and of course the need is there. Whether mounting journalism layoffs will translate into more freelancers remains to be seen. What is clear is that journalism is aching for entrepreneurialism and creativity, quality professionals who are willing to take risks and try new ideas. The committee is in a unique position to nurture this entrepreneurial spirit, which now is more important than ever. SPJ’s broad-based nature lends even better support.

If we decide to expand the committee I propose adding a co-chair, rather than a vice chair, and a larger number of committee members. During our committee meeting in Atlanta last year we decided anyone who wants to be involved can be, but that we would appoint a small number of committee members who are more directly involved. I would like to expand that number and get them actively involved in the committee.

Blog. I would like to give each committee member log-in information for our blog and let a more diverse discussion proliferate here on its own, in a format similar to that on the Generation J committee blog. Freelance journalism can be solitary work. Before I served in this position I peeked in on SPJ’s blog for freelancers often to see what was new and to feel as though I belonged somewhere. This is why I see our blog as our most important activity. Here I write how-to posts as often as I can about the business. When I get interesting questions I share them and my answer. I invite others to weigh in. I post news and job announcements. I invite other freelancers to serve as guest bloggers.
I'd like to see more voices here. Ideally I would like to create a vibrant online forum or community. We freelancers are so diverse, and I am only one person with my own unique set of experiences. I realize this isn't necessarily helpful for everyone.

Questions. Vice chairwoman Stephenie Overman and I continue to receive many questions via e-mail about freelance journalism. Together we answer each one.

Quill. Now that we have successfully resurrected our regular column for freelancers our next project is to include more diverse material appealing not only to writers but SPJ's broad-based membership of photographers, editors, educators and more.

Programs. Chapters nationwide continue to hold programs on freelancing. Recent ones took place in Miami, Iowa and Washington, D.C.

Committee teleconferences. We held our first meeting this summer and enjoyed a lively discussion on the future of journalism and our committee.

I continue to enjoy this position. I always feel I could do more with more time and resources, but I feel we are well-positioned to help those in this line of work, whether temporarily or long-term, during such a transitional time for our industry.
MEMORANDUM

DATE: July 24, 2009
FROM: June Nicholson, International Committee Chairwoman
SUBJ: International Committee report
FOR: SPJ Board of Directors

The committee has been active this year in a variety of ways, in advancing the knowledge, education and understanding of SPJ members and the broader public about international journalism, its role, importance and future, and issues that face journalists who work abroad. First a look ahead to 2009-10:

June Nicholson, committee chair, has been in discussions with organizations that also support international journalism, to explore ways that SPJ and these organizations can partner and collaborate to develop new initiatives, programs and programming to assist members of the organization and the public at large. Nicholson has been in contact with the International Center For Journalists (ICFJ), based in Washington, D.C. and will visit the ICFJ August 18 to continue discussions about joint programming and other opportunities. These might include developing joint programs at the National Press Club in Washington, D.C. or elsewhere, or working with the ICFJ to bring more foreign journalists to the USA to observe newsrooms, or bringing journalists to the United States to examine journalism curriculum at universities. Other possibilities exist to develop partnerships that would allow universities and or chapters or SPJ in other ways to assist or provide opportunities for students, journalists or faculty to engage in learning about media in countries around the world. As one example of this kind of partnership, ICFJ has linked with CUNY, for example, to create an international media institute in New Delhi, India. Nicholson also has been developing contacts with the Southeast Asian Journalists Association, the American Society of News Editors, the Renaissance Journalism Center at San Francisco State University and other groups for collaboration purposes. The IJC will continue to explore these and other joint opportunities. The committee expects to submit one or more funding proposals to the SDX Foundation this coming year.

Nicholson also has been working with Chris Vachon, an interim co-executive director of SPJ, on programming for the national convention in August in Indianapolis. One international journalism session will be “Reporting from the Frontline.” This panel will address international reporting in Afghanistan, Iran, Iraq and other global hot spots, with attention to major global issues in other parts of the world. Reporting about international conflicts and issues is in a challenging period, as the United States continues to have a major troop presence in Afghanistan and
Iraq, and as a new U.S. foreign policy takes shape. At the same time, most traditional media are downsizing or eliminating their international bureaus. This session will explore the now and the future of news from abroad. Speakers include Lara Logan, who is the chief foreign correspondent for CBS News and who has done extensive reporting in Afghanistan and Iraq, and John Berman of ABC news. Berman was an embedded reporter during the invasion of Iraq and reported on the Israeli invasion of Lebanon in 2006, and covered the Indian Ocean tsunami, from Indonesia.

Nicholson will moderate that panel. Nicholson also has assisted with sessions on coverage of Afghanistan, and other professional development sessions for the 2009 convention.

The IJC worked recently this year with the leadership of SPJ and its staff to advance the release of journalist Roxana Saberi, who had been jailed in Iran (Nicholson was in touch with the Committee to Protect Journalists), and in efforts to secure the release of two journalists who are still being held in North Korea. The two journalists, Laura Ling, 36, and Euna Lee, 32, are reporters for Current TV, which is based in San Francisco. The two were sentenced in June to 12 years of hard labor. They were convicted of entering North Korea illegally and committing "hostile acts."

The IJC has contributed or been instrumental in a number of stories and columns and other materials for Quill magazine as well as for the SPJ Website, that address international issues. The committee also continues to identify and seek international journalists who can comment knowledgeably and write authoritatively about issues in international reporting. A half dozen or so new members have been added to the committee. The IJC has fielded questions from a number of international journalists who are in touch to ask about SPJ’s initiatives and programs, and has been contacted by major media for comments or perspectives about international affairs, press restrictions in various nations, current developments and or international reporting issues across the globe.

For next year, the committee’s priorities are expected to include: collaborative projects with other professional or news organizations that advance an understanding of international affairs; programming at the national convention, regional and other programs of SPJ on international journalism issues, work on diversity issues of interest to ethnic communities and ethnic media in the United States, as those involve international issues and reporting, as well as communities; continued work to provide content for Quill and the SPJ Website; continued attention to international reporting issues for journalists who work for media in the United States and abroad; and an emphasis on the issues and dangers for journalists who work in conflict zones around the world and the press restrictions in place in other nations.
MEMORANDUM

DATE: July 28, 2009
FROM: George Daniels, Journalism Education Committee Chair
SUBJ: Journalism Education Committee report
FOR: SPJ Board of Directors

2008-2009 has been a great year for the Journalism Education Committee. A year ago, I assumed the leadership for this unit of the Society of Professional Journalists. I think we’ve made some significant progress in 12 months. In just a few days, we will see the fruits of the labor of at least six members of the committee who produced articles for our Annual Education Issue of QUILL Magazine. Unlike past years, the content for the August Issue of QUILL Magazine won’t be the first time this year you’ve seen “Education” mentioned in our membership publication.

Journalism Education TOOLS Columns
Following a very productive meeting with Joe Skeel at the 2008 Convention, the members of the committee enthusiastically supported a regular column focused on “Education” issues that help all journalists (including student journalists and journalism educators) do their jobs better. From “Reviving Fairness in Journalism” in our annual ETHICS issue to “Landing a Job in Today’s Economy,” our Journalism Education members enlightened the thousands who read QUILL on a range of topics. We look forward to sustaining this regular occurring feature as we prepare for upcoming QUILL editions in the fall.

The committee has worked closely with the recently-appointed managing editor of QUILL, Scott Leadingham, to develop some strategies for success in building future columns. In June, yours truly and Kym Fox, another member of the committee met with Mr. Leadingham in Indianapolis to talk about procedures for writers and possibilities for extending our contributions beyond the printed publication to QUILL’s Web site. We expect these discussions to continue in 2009-2010.

Campus Matters
In our April committee update to the SPJ Board, we mentioned the committee’s discussions of last year’s case involving Quinnipiac University. Recently, we’ve been made aware of another issue involving a campus publication in the state of Maryland. The case is still being investigated. The committee appreciates the continued cooperation of our Vice President for Campus Affairs Neil Ralston in these matters. We should have an update on the case in Maryland by the time of our August convention.
SPJ Membership Issues & Convention Scheduling
During our three conferences calls held since the Atlanta convention (in November, February and May), the committee discussed ways to promote the new multi-year membership options available for student members of the Society. We also talked over ways to encourage early planning on the part of the Campus Advisers who return to school at virtually the same time that the 2009 SPJ Convention will be taking place in Indianapolis.

Partnership with Committee to Protect Journalists (CPJ)
At our final conference call before the convention in May, the Journalism Education Committee briefly discussed a possible partnership between SPJ and the Committee to Protect Journalists (CPJ). Representatives from CPJ’s Board of Directors had approached SPJ President Dave Aeikens about how the two groups could work together to educate college students about the experiences of journalists working overseas in places where there is no First Amendment. Since the initial discussions during the committee’s May conference call, a follow-up meeting took place involved yours truly and two representatives from CPJ. The next step on this particular project will be a breakfast meeting involving several members of the Journalism Education Committee and Terry Anderson from CPJ on Saturday, August 8 at the Association for Education in Journalism and Mass Communication (AEJMC) Convention in Boston. A special thanks to our committee’s vice chair, Mead Loop (Ithaca), for his wisdom having been in several leadership capacities in the Society. Other committee members who have made it all possible: Butler Cain (Language Educator), Dave Burns (Journalism Educator), Mark Butzow (Western Illinois), Kym Fox (Texas State), Brian Joseph (Orange County Register), Gene Murray (Grambling State), June Nicholson (Virginia Commonwealth), Lee Anne Peck (Northern Colorado), Jeff South (Virginia Commonwealth), Karon Speckman (Mizzou), Becky Talent (Idaho), Bonnie Stewart (West Virginia), Paul Steinle (Southern Oregon) and Virginia Whitehouse (Whitworth).
MEMORANDUM

DATE: July 28, 2009
FROM: John Huotari, Membership Committee Chairman
SUBJ: Membership Committee Report
FOR: SPJ Board of Directors

The SPJ Membership Committee has not been very active since the April board meeting in Indianapolis and the vote on temporary membership due waivers for laid-off journalists. However, I am trying to set up another teleconference before the 2009 national convention.

We have continued to communicate by e-mail and have started a discussion on what might be done to reverse the recent drop-off in membership. I understand that some summertime drop-off is normal as students are out of school, but there is a bigger reduction in professional memberships than I’d like to see. Perhaps that is related to the economy and layoffs across the country. I plan to follow up with Linda Hall on this issue.

I’m already following up on a request I received earlier this year regarding the possibility that SPJ chapters could sponsor Iraqi journalists as SPJ members. I’ll let you know what happens with this in a supplemental report either before or at the convention. Also, I have continued to field questions from members and prospective members on topics including post-graduate and institutional memberships and joining SPJ.

I try to forward the Friday national membership status reports to all committee members.

One last thing I’d like to work on before the convention is to follow up with SPJ President Dave Aeikens on a membership subcommittee formed earlier this year to begin work on establishing chapters in states that don’t already have them. I’ll provide more details in a supplemental report. Dave Aeikens sees this as a multi-year initiative and not something to be accomplished in one year. I’ll check to see if subcommittee members are interested in continuing to serve if the next president and membership committee chair are interested in having them.

Membership Committee members are: Chair John Huotari (Region 12), Vice Chair Ellen Mrjia (At-large), Bill Bleyer (Region 1), Sarah Breitenbach (Region 2), John Hopkins (Region 3), Emil Dansker (Region 4), Laura Putre (Region 5), Sarah Bauer (Region 6), Shera Dalin (Region 7), Unrepresented (Region 8), Allison Hess (Region 9), Hilary Reeves (Region 10), and Lori Weisberg (Region 11).
MEMORANDUM

DATE: July 28, 2009
FROM: Deb Wenger, Professional Development Committee chairwoman
SUBJ: Professional Development Committee report
FOR: SPJ Board of Directors

The 08-09 year was an active year for the committee and its members. At the national convention, we welcomed a new vice-chair, Kara Matuszewski, an anchor reporter for WLBZ/WCSH in Bangor, ME. Debora Wenger returned to the committee chair role and took a new academic position at the University of Mississippi. At the 2008 convention, the committee set the following goals:

- To continue development and support of training programs, in particular the Newsroom Training Program.
- To produce skills or tools-based convention programming at both the national and the regional levels.

Action items accomplished included:

- Chairs Deb Wenger and Kara Matuszewski contacted all the regional conference planners and offered assistance in developing programming. Some names of potential panelists/trainers were provided, but we may need to explore how the committee can be more effective in this area for future conventions.
- A November conference call prompted the committee to suggest two panels at the national convention – a session on protecting your career in challenging economic times and one on how to build a multimedia toolkit on a budget. Both were accepted by convention planners and will be moderated/presented by committee members. Committee members were also included in Super Session planning and will be more heavily involved in this for future conventions.
- Chair Deb Wenger continues to work closely with Associate Executive Director Chris Vachon on the Newsroom Training Program. Following the success of the new media modules developed last year, the demand for multimedia skills training led to the recruitment of three new trainers – Denise Dowling of the University of Montana, Tim Bajkiewicz of Virginia Commonwealth University and Deborah Potter of Newslab.
- Chair Deb Wenger and trainer Deborah Potter were involved in planning and presenting at the first SPJ Reporters Institute for broadcast journalists.
The 2.5 day training program at the Poynter Institute included instruction in writing and enhancing stories for the Web, storytelling, interviewing and time management skills.

Future plans:

- Committee members hope to soon discuss an "entrepreneurial journalism" initiative – either within the existing convention structure or perhaps some sort of online training module. The committee would welcome any involvement or suggestions from other committees, especially the New Media or Journalism Education Committees.

- Recruitment of one or more new committee members. Member Sam Stewart has left his position at AOL for relocation overseas. Please send suggestions to Deb Wenger – debora.wenger@gmail.com.

- Wenger is leading a research project which is investigating the skills and attributes most desired by newsroom employers. The results of the study will be presented at the Future of Journalism Conference in Cardiff, Wales in September and can be shared with the membership through Quill, the Web or other communications.
MEMORANDUM

DATE: July 24, 2009
FROM: Ginny Frizzi, Awards and Honors chairwoman
SUBJ: Awards and Honors Committee report
FOR: SPJ Board of Directors

Changes to Sigma Delta Chi and Mark of Excellence Awards

The proposed changes to the number of Sigma Delta Chi and Mark of Excellence Awards contest categories was the most important and far-reaching issue addressed by the 2000-09 Awards and Honors Committee.

The committee expressed several concerns to SPJ headquarters. These include concern that doubling the number of SDX and MOE contest categories will dilute the prestige of the awards; the added work burden that will be placed upon headquarters staff; and a concern about the ability to find judges for more categories. The committee questioned the need to expand MOE competition to junior colleges. The committee asked if high school categories be next.

Some of the concerns will be alleviated if the contest entry processing is handled by an outside vendor, which headquarters has been exploring.

New America Awards

Committee chair Ginny Frizzi served as a judge of the 2009 New America Awards competition. The number of entries was up, which is a positive sign. The winner was the Columbus Dispatch for "American Divide," a series about government crackdowns faced by illegal immigrants. The runner-up was Nashville City Paper for "English Only Recommended," year-long coverage of a ballot initiative to make English the official language of Nashville.

Current Issues

The committee is currently reviewing a proposal for SPJ to become one of the co-sponsors of Liberty Media's new Media for Liberty Award. The award, which will presented beginning in 2010, according to Liberty Media, "seeks to acknowledge and encourage media contributions that explore the relationship between economic and political liberty. The most outstanding entry published or transmitted in the preceding calendar year (between January 1 and December 31, 2009) will receive an award of $50,000." SPJ would assist in the judging and receive $5,000.

The committee, at the request of President Dave Aekens, is also reviewing the description of SPJ's ethics award for possible changes in wording.
MEMORANDUM

DATE: July 23, 2009
FROM: Brian Bellmont, Public Outreach Committee Chairman
       Lauren Bartlett, Public Outreach Committee Vice-Chair
SUBJ: Public Outreach Committee report
FOR: SPJ Board of Directors

The Public Outreach Committee has served in an advisory capacity in 2009 by:

- Presenting ideas that the national organization and local chapters can use to promote SPJ's mission among external and internal audiences;
- Assisting with ongoing message generation and consistency;
- Helping regional directors effectively communicate with their chapters; and
- Focusing initial communications efforts on 2009 SPJ Centennial opportunities.
- Developing the following assessment by Bill McCloskey about current renewal materials to build in additional member-centric messaging.

As the committee requested, I have reviewed the text of the letters and e-mails that HQ sends to lapsed, renewing and new members. I like that they are generally breezy and at least personalized form letters.

It is particularly helpful that the critical correspondence reminds the member of his/her member number and other info needed to log in. It saves the member the hassle of finding the info and directs the transaction to the online portal, saving HQ staff time.

The messages could be improved greatly by linking the member to the local chapter. I would hope that the new database program allows HQ to insert a graf saying that your local chapter is thus and such, the president is so and so and you can reach this person this way and here is the URL for the chapter website.

Activity during the second half of the year included:
- Continuing to provide counsel on messaging and communications tactics;
- Assisting with brand slogan roll-out tactics.
AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
TIME: 9:00 a.m. -- LOCATION: STATE
AUGUST 29, 2009
THE WESTIN, INDIANAPOLIS

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. Evensen
   l. Gillman
   m. Jones
   n. Ketter
   o. Kirtley
   p. Kopen Katcef
   q. Leeds
   r. Lehrman
   s. Levins
   t. Limor
   u. Lunsford
   v. Maynard
   w. McKerral
   x. Porter
   y. Pulliam
   z. Ralston
   aa. Smith

3. Approval of Board Meeting Minutes – Geimann
   a. April 19, 2009 [page 1]


5. Report of the SPJ President – Aeikens


7. Grants Committee Report – Leger

8. Staff Report – Skeel/Vachon [page 7]


10. Officer and Director Elections – Geimann/McKerral

11. NCEW luncheon sponsorship – Geimann

12. Capital Improvement Committee Report – [page 16]

13. Discussion items
   a. Roof update, budget issues – Skeel
   b. Dallas chapter funds – Geimann
c. Harper Memorial Fund – Geimann

d. Board financial participation – Geimann/Posavac

e. Ethics book update – Brown/Skeel

f. Pulliam Editorial Fellowship – Geimann

14. Old/New Business

15. Adjourn
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 19, 2009
GREENCASTLE, 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 9 a.m. on Sunday, April 19, 2009 at the Walden Inn in Greencastle, Indiana.

ROLL CALL
In addition to Geimann, the following board members were present: Vice-President Robert Leger; Secretary Irwin Gratz; Treasurer Howard Dubin; Directors Dave Aeikens, Ann Augherton, Fred Brown, David Carlson, Al Cross, Todd Gillman, Bill Ketter, Jane Kirley, Sue Kopen Kacef, Al Leads, Hagit Limor, Darcie Lunsford, Mac McKerral, Sue Porter, Neil Ralston, and Kevin Smith.

Staff members present included Assistant Executive Directors Joe Skeel and Chris Vachon; Director of Development Amy Posavac; and Controller Jake Koening.

APPROVAL OF MINUTES
Cross requested some corrections to the minutes of the September 6, 2008 board meeting: make note that a grant to the Institute for Rural Journalism and Community Issues was made before he joined the SDX board; change www.ruraljournalism.com to www.ruraljournalism.org; and clarify that the SPJ board ratified the SDX board appointments of Aeikens, Brewer, Smith, Limor, Ralston, Lunsford, Augherton, and Kopen-Kacef.

Upon proper motion and second by Dubin and Brown, respectively, the board approved the amended minutes of the September 6, 2008 board of directors meeting.

BUDGET
Koening gave an overview of the 2009-10 budget. There was some concern about the possible sale of assets and “dipping into the corpus” during the current economic climate. There was a general discussion regarding the 5% rolling average and a general consensus was reached that since we only spend 5% in the more prosperous years, it allows for us to spend what we need to during downturn years.

In response to a question from Gratz, it was discussed and agreed upon that SDX should have an allocation for the maintenance of the headquarters building.

Upon proper motion and second by Aeikens and Carlson, respectively, the board approved the 2009-10 budget.
CAPITAL IMPROVEMENTS
Geimann discussed the need for a new roof, repair of the ramp, handrail and flagpole at the headquarters building. Subsequent to the memo distributed by Terry Harper regarding use of unused grant money to be used to make the necessary repairs, it was discussed and agreed that surplus grant money being held by SPJ will be returned to SDX.

Half of the cost of the capital repairs are the responsibility of SDX Foundation, with the other half being SPJ’s responsibility. If SPJ is unable to cover their portion, SDX will be able to loan them what is needed.

McKerral suggested a 5-year plan for building maintenance, and it was further suggested that a joint committee be formed to assess and create a potential plan instead of simply emergency reactions.

Upon proper motion and second by Aekens and Irwin, respectively, the board approved the capital expense to pay for one half of the building repairs and for the creation of a building maintenance committee.

PRESIDENT’S REPORT
Geimann reported that while our endowment is “under strain” we are not alone. U.S. colleges and universities are reporting an average loss of 24% to their endowments.

Geimann reported on the Wells Centennial Editorial project. There had been “zero interest” from those who had been invited to write and draw for the book. After some discussion, it was agreed upon that the project should continue with an expanded list of writers and cartoonists.

SPJ PRESIDENT’S REPORT
Aekens reported that from the April 18th meeting, the following was accomplished: the 2009-10 budget was approved, a 6-month membership extension was created for laid-off journalists, five new chapters were approved, Las Vegas was chosen as the location for the 2010 SPJ Convention, a partnership with RTNDA for the 2011 Convention was established, a stand was taken against The Fairness Doctrine, and a new branding statement was approved.

The SPJ Executive Committee decided no 100th Anniversary history book will be produced but the current Truth, Talent, and Energy book will be updated with regards to the historical index.

Aekens reported that he will be heading up a lobbying trip to Washington, DC on July 13-15, 2009 and encouraged SDX board members to join him. Also, the SDX Awards will not be held at the Press Club in DC as in previous years, but instead will be awarded at Convention at the Friday night reception.
TREASURER'S REPORT
Dubin reported that SDX has “stayed put” on its investments, and that management of the endowment has been pulled back in-house and being managed by the finance committee.

EXECUTIVE DIRECTOR'S REPORT
Vachon reported that $50,000 in sponsorship money has been secured, and traditional programming will be offered at this summer's Convention.

Skeel reported membership numbers are holding steady at 8,500 members.

Skeel also reported on the expansion of the Sigma Delta Chi and Mark of Excellence Awards by opening the contests to junior and community colleges. This year, however, there was a 4% loss in award revenue.

With regards to Quill, Skeel was pleased to report on the addition of Graphic Designer Tony Peterson to the staff. The magazine will be condensed to six issues a year, therefore redirecting staff time to www.spij.org in an effort to make it a true member benefit.

DIRECTOR OF DEVELOPMENT'S REPORT
Posavac reported on the success of this year’s fundraising efforts, citing an almost 100% increase in number of donors and a 32% increase in funds raised. While traditional "appeal letter" efforts are tending to garner less income, new and innovative methods must be implemented (i.e. handwritten mail, e-mail appeals, newsletters).

She also reported on the Centennial appeal, which includes a commemorative lapel pin to $100+ donors. This appeal was rolled out at the Centennial Celebration this weekend, and will be in full force at the summer Convention.

GRANTS AND AWARDS COMMITTEE'S REPORT
Leger reported that the Grants and Awards Committee recommends funding all the SPJ requests:

| SPJ National Journalism Conference Education | $53,128 |
| SPJ Reporters Institute | $56,050 |
| SPJ MOE Staff Support | $27,680 |
| SPJ Training Programs | $63,140 |

**TOTAL........$199,998**

The committee further recommends to fund:

| Ethics Hold 'Em Cards | $2,500 |
| NFOIC Convention (1/2 of grant request) | $5,000 |

**TOTAL........$7,500**

**Grand Total........$207,498**

The final grant request the committee considered was the University of Idaho JAMM summer program for high school students. The program would require 30% of the grant
to go to the University of Idaho. Cross suggested, and it was widely agreed, that the SDX Foundation create a policy against paying overhead to universities.

Kirtley led a discussion about paying honorarium to those people who serve SPJ as trainers. Leger replied by saying there was a marked difference between someone who speaks for an hour off the cuff, versus someone who spends significant amounts of time preparing for a training event. It was suggested that the terminology be changed from "honorarium" to "trainer fee."

Dubin has asked the staff to prepare a document which explains which funds the grant monies are coming out of.

Upon proper motion and second by Brown and Smith, respectively, the board approved the grants for SPJ, the Ethics Hold 'Em Cards, and the NFOIC Convention with, Carlson abstaining from the vote.

Upon proper motion and second by Brown and Smith, respectively, the board did not approve the grant request from the University of Idaho JAMM Summer Program, with McKerral abstaining from the vote.

Upon proper motion and second by Cross and McKerral, respectively, the board approved the creation of a policy prohibiting the use of grant money to be used for college or university overhead expenses.

ETHICS BOOK UPDATE
Brown provided an update as to the status of the impending Fourth Edition of "Doing Ethics in Journalism" with the goal being to have the book published and ready for distribution by this summer's Convention.

OLD/NEW BUSINESS
Kirtley reported on the SPJ Town Hall meeting she is heading up in Minnesota. Although the program has strayed a bit from its originally intended purpose, she feels they acted in good faith, and hopes the board will consider future requests from her chapter.

MEETING ADJOURNED
With no further business to come before the board, Geimann declared the meeting adjourned at 11:20 am on Sunday, April 19, 2009.
MEMORANDUM

DATE: Aug. 29, 2009
FROM: Steve Geimann, SDX Foundation President
SUBJ: President’s Report – Fall 2009
FOR: SDX Foundation Board of Directors

WELLS CENTENNIAL PROJECT
The Foundation’s Pulliam Essay Project to mark the Society’s centennial was combined with the update of the SPJ history through the past 25 years. With help from several directors, including Alex Jones and William Ketter and the hard work of Robert Leger, we ended up with top-notch essays from Anthony Lewis, Nat Hentoff and a cartoon from Chip Bok.

Our centennial book underscores what we showed at the 75th anniversary in 1984: the 45 words of the First Amendment make all the difference in our democracy. Our vigilance to guard our press freedoms must never know victory. Enjoying the liberties of a free press requires a daily commitment to preserve and protect those freedoms.

WELLS EDITORIAL FELLOWSHIP
The National Conference of Editorial Writers remains interested in hosting the SDX awarding of the $75,000 editorial fellowship, a grant that was suspended this year for the centennial project. I will be in Salt Lake City next month to discuss with NCEW leadership, and staff, ways to encourage additional applications from editorial writers and, for the first time, columnists for this honor.

LEADERSHIP CHANGES
Our centennial year will be remembered for the celebrations of our milestone, and for our significant loss at midyear. Terry Harper’s death in June to his brain cancer brought together representatives of both national boards to mourn his loss and honor his memory at a “rip-roaring” Sunday night party a few blocks from his home. A memorial service in rural Indiana brought together family, friends and colleagues -- the labels really didn’t matter -- and triggered tears along with laughs as we recalled what he meant to each of us.

Elsewhere this weekend, Terry’s contributions to the Society are being recalled. SPJ President David Aeikens named an eight-member search committee that is well into its work. As of mid-August, more than 100 applications had been received. I represent the Foundation on the search panel.
FUNDRAISING

Amy Posavec has, in almost a year, revived fundraising and development even in a dismal economy and the slumping revenue for the industry. Total funds were up 50 percent from a year ago as of late July, and total gifts more than doubled. We’re also ahead of the pace set in 2007. Amy has kept on schedule in making monthly contacts with major donors, and has created some innovative approaches to reaching contributors who have taken a break as the economy contracted.

CHALLENGING TIMES

The journalism profession may be emerging from the deepest economic recession in three quarters of a century, although at a cost. Some recent Bloomberg headlines were promising: “McClatchy Profit Doubles After Workforce Reductions,” “E.W. Scripps Jumps Most Since March on Profit Report,” “Thomson Reuters Quarterly Net Doubles on Cost Savings”

There is a cost: “Milwaukee Journal Sentinel to Cut 6.2% of Workforce,” “Gannett Cuts Broadcast Workers’ Pay as Much as 6% on Ad Slump,” “McClatchy Extends Wage Halt, Enforces Unpaid Leave,” “Gannett to Cease Print Publication of Tucson Citizen”

These are gut-wrenching times for journalists and journalism. SPJ is offering members who lose their jobs a six-month extension of their benefits -- a small step to keep us connected with journalists when they need support the most. Economic signals may be turning more optimistic, but the transformation of the media business is just starting.
MEMORANDUM

DATE: Aug. 6, 2009
FROM: Joe Skeel and Chris Vachon,
Interim Co-Executive Directors
SUBJ: Staff Report
FOR: SPJ and SDX Boards of Directors

Before beginning our report, we want to take a moment to thank each one of you for the understanding and encouragement you displayed toward staff during the past year. This was without a doubt one of the most difficult situations an organization will ever face. We lost our leader and our friend. But because of your unwavering and heart-felt support, we were able to make it through the dark times and now enter the new year with a positive and bright outlook. You should all be commended.

We can't say it enough: Thank You.

Now, on to the collaborative staff report.

MANAGEMENT AND ADMINISTRATION

FINANCES
There's no other way to say it: It was a disappointing year financially for the Society, although final numbers will not be available until after the audit in early October.

The main culprits for the poor performance are advertising revenue (below budget by about $45,000), registration fees (below budget by about $85,000 mainly due to the 2008 convention.) and membership fees (off by about $45,000). Together, these three revenue streams account for 75 percent of our budget variance.

It's not a secret why we suffered. The economy and the state of the news industry hit us at every turn. But despite the poor year, we are still in a better position than many of our journalism association counterparts.

We still have more than $300,000 in our cash accounts, (about $40,000 of which is unrestricted), we have in place for next year a very conservative budget, our convention sponsorship is up, our registration numbers are on track and all signs point to an improving economy.

STAFFING
We have made one shift in resources since our meeting in April. The money that was budgeted for an administrative assistant is now being put
toward paying for a full-time Web manager. Billy O'Keefe began working full time on Aug. 3.

We feel that SPJ.org is the portal to our organization, and it was high time we invested the resources to making sure it is the best it can be. You will see lots of improvements coming to the site, some of which are addressed later in this report. We were able to make this switch in resources as a result of our membership database upgrade, which should be in place in October.

**Helium Update**

Our partnership with Helium, an online writing community, has moved slowly. This is solely because of the circumstances surrounding Terry and the headquarters bandwidth. It will likely continue at this pace until we are back to full speed.

Since we worked together three months ago to develop a list of journalism-related writing contests (which is how they will select the folks they will send SPJ's way), they have launched two. More than 100 competed and Helium will soon pay for memberships for the two individuals who won. They will continue to run contests and send the winners our way.

Helium also has reached out for SPJ's help in developing platforms for citizen journalists. We haven’t gotten very far at this point. The two ideas are that we would provide an “adviser” to help guide them. And that we could transform our Citizen Journalism Academy content so that it may be used on their site to help train these folks.

We are still working, albeit slowly, to see if there is a way to make that work.

**PROFESSIONAL DEVELOPMENT**

It was a busier year than usual in the programming department. To put it into numbers, we did the following during the past fiscal year:

13 Newsroom Training Programs  
9 Town Hall Programs  
4 Narrative Writing Workshops  
2 Reporters Institutes  
2 Citizen Journalism Academies  
1 Centennial Celebration  
1 Spring Conference  
1 CONVENTION

This equals a very busy staff; a lot of volunteer time; some blood, sweat and tears and a great profile for SPJ.

**Conventions**

**2009**

It is a pleasure to say that we exceeded our budgeted amount for sponsorship. We ended up with $82,500 and we budgeted $37,500. This year's sponsors are The Pulliam Family, Demand Studios, Gannett Foundation, Geico, Scripps Howard Foundation, Eli Lilly, Dart Society and the Indianapolis Business Journal.
We are happy to report that our registration numbers are tracking ahead of last year's numbers. We aren't sure why, we are hoping it is our stellar programming offering, our fine marketing efforts and the fact that it is SPJ's centennial year. For whatever reason(s), we are pleased as punch (as Terry would say).

Onto hotel room nights...SPJ has been tracking low, but by Aug. 2 (the early bird deadline), we picked up some speed. We have hit the 72 percent mark, which is good since we had to hit at least 70 percent. However, there will be cancellations between now and then and so we do need to reach for 80 percent so we just keep plugging away. Low room nights create a problem for the organization as SPJ contracts with the hotel for a certain number of room nights. If we don't fulfill that obligation, we owe the hotel money for those unreserved rooms. So when our attendees go to other hotels, or even book a room at the Westin outside the SPJ room block, that causes us not to meet our obligation and as a result, we are paying money for which we didn't budget. We have negotiated with the hotel ways to reduce the attrition and more updated details will be provided at the board meeting.

With the decline in exhibitors and recruiters, we decided to turn the Expo area into a bit of a Career Center too. In the Expo this year, there will be a career coach; a writing coach; clip and résumé critiques; a Freelancing Fare and we are still hopeful for a complimentary massage area.

A variety of things have been planned in recognition of the centennial and we would love to share those with you:

- A group of past presidents have been assembled for a look back at 100 years of improving and protecting journalism
- A group of past Wells Key winners have been assembled for a look at why SPJ is important to them
- Two other programs, along with those above, are noted as Centennial sessions: Ethics since 1908 and 100 years of crime reporting
- The banquet's dessert will be a birthday cake, along with a “champagne toast” to SPJ.
- A few items from the archives will be displayed
- Very nice Centennial pins were created by Amy Posavac and are being used for new Foundation donations of $100 or more
- Fun pins were created that say "I'm 100 years old"
- A book commemorating SPJ's 100 years will be distributed
- Table tents with historical facts will be displayed at events
- Austin Kiplinger, a 70 year member, will speak at the banquet
- Notepads with the Centennial logo will be sold
- A Centennial Patron Sponsor program was made available to 10 year+ members

2010
As you all know from the April board meeting, we are heading to Vegas next year. The dates are October 3-6. We have contracted with Planet Hollywood, which is the same location as our 2005 convention at the Aladdin. The Aladdin converted to a Planet Hollywood during the last few
years. Our Call for Programs will open up in September and we will accept proposals until December.

2011
Our partnership with RTNDA is moving forward. A joint RFP has been developed and been sent to New Orleans and Orlando. It is our goal to be able to make a recommendation to the board at this meeting regarding the best city choice for our joint convention. More information is not available at the time of the writing of this report, but hopefully will be ready for the Aug. 27 meeting.

**Newsroom Training Program**
We continue to have no trouble filling our slots for this program. Adding to our supply of audio recorders for the program, we can now say we are the proud owner of 10 Flip cams which will assist with our video module.
One new aspect for the upcoming program is Access across America. This will consist of Dave Cuillier, our FOI chairman and trainer for the Newsroom Training Program, driving around the country on a 16-state tour delivering FOI training to newsrooms in the spring of 2010.

**Narrative Writing Workshops**
The five spring/summer 2009 Narrative Writing Workshops wrapped up on July 25. Despite increased promotion and marketing, we experienced the lowest attendance since these programs began. It is anyone’s guess as to the cause (economy, lack of interest, the selected cities, etc). For the upcoming round of workshops, we will be selecting larger cities and may return to cities where we had sold-out programs in the past.

**Reporters Institute**
This year we will be exploring opportunities to host the print and broadcast institutes in conjunction with each other. This will increase the networking opportunities available to the participants and will allow for shared learning between the print and broadcast students in SPJ mission sessions, including FOI, diversity and ethics. The other sessions would be specific to print or broadcast.

**JournalismTraining.org**
The grant period for JournalismTraining.org has ended. SPJ was given permission to use the remaining funds for Web site expenses/maintenance, staff administration and marketing.

During this fiscal year, we will work with the site administrator and the Web development company on add-ons and updates for the journalismtraining.org site.

**Spring Conferences 2010**
To date, only Region 5 has asked headquarters to plan their 2010 Spring Conference. Heather Porter will work with Beth Konrad (Chicago Headline Club) and Liz Hansen (Region 5 Director) on the conference.

We will continue communicating with spring conference planners through a monthly e-mail offering tips on planning and executing their conferences. As a result of past communication
with tips and information, coordinators have reached out to us with questions, asked for guidance, etc. We believe this is a great way to help the conference coordinators with their event. Additionally, we will gather information on the conferences (date, location, Web sites) so that we can promote those conferences for the regions.

Due to the Mark of Excellence award timeline, it will be hugely helpful if conferences would be held after March 22.

Citizen Journalism Academy
Programs were held in Denver and Minneapolis. The national office has no plans/funding at this time for future CJA programs. In July, we were contacted by Christine Tatum about the future of these programs. She is interested in working directly with chapters to hold these programs across the country in an advisory role.

Town Hall Meetings
During Ethics in Journalism Week 2009, April 26-May 2, nine Town Hall Meetings were hosted in the following cities: Baltimore, Cleveland, Denver, Knoxville, Los Angeles, Minneapolis, Montgomery, Seattle and St. Louis. The meetings aimed to restore the public’s faith in the press by equipping the public with tools to evaluate all forms of journalism. Each program began with an opening statement on the Code of Ethics and SPJ’s commitment to ethical journalism written by Fred Brown. The average attendance at these programs was 50 people. The original intent of the grant was to host 12 programs, one in each region. Several professional chapters have been contacted and asked to host a program, but they have declined.

Membership
We have taken a beating, there’s no other way to say it. While it doesn’t make it easy to swallow, we can take a sliver of comfort in knowing that our fellow journalism organizations are feeling the pinch as well. It’s clear that this drop is a result of the economy and industry upheaval, not dissatisfaction with the Society. At the time of this report, we are down about 1,200 members from the previous year. We are currently sitting at about 8,400.

Short of a magic wand arriving at our doorstep, we hope to rebuild our membership base by doing what we do best: providing top-notch member and chapter support, producing excellent programming, developing relevant services for all members, fighting for every journalist’s right and providing unparalleled resources.

Moving forward, we have budgeted conservatively in membership dues for the coming fiscal year. If we happen to see an uptick as the economy improves, we will be ahead of the game in terms of dollars and cents. But make no mistake; this is not a problem that will correct itself quickly.

At the Spring board meeting, we did implement a six-month fee waiver for members who have lost their full-time job. As of this writing, 10 members have requested the waiver.
AWARDS

The Awards Department is preparing to take the Sigma Delta Chi and Mark of Excellence Award contests online. A contract will soon be signed to begin site construction. The award management site will take approximately six weeks to build with an additional three weeks of testing time. It will be ready to accept entries at the beginning of November.

Entrants submitting in categories unable to make the shift to the online format (i.e. documentaries and research) will continue to mail hard copies of the entries to headquarters.

The MOE Awards will stratify its current 39 categories to 78. The expanded categories are designed to allow junior colleges the opportunity to compete against schools of similar size. The SDX Awards will also be stratified, to be more inclusive of smaller media outlets.

MARKETING AND PUBLIC RELATIONS

Since late May, a majority of the efforts in marketing and public relations have been devoted to the 2009 SPJ Convention & National Journalism Conference. Convention marketing e-mails were sent each week to a variety of media audiences nationwide. The e-mails were written specifically for each audience. Another valuable tool we’ve used is social media, advertising Convention highlights on Facebook and Twitter.

As the early registration deadline approached, personal newsroom visits were made to medium and large media markets (broadcast and print) in Indiana. The focus of these visits was to drum up interest in the Convention and to ensure that local media knew the availability of the discounted rates and the one-day passes and half-day workshops.

The history book produced for Convention has also been part of the communication team’s efforts in the past couple of months. Thirteen essayists have submitted pieces on journalism and democracy. Dave Aeikens, Kevin Smith, Steve Geimann and Russ Pulliam have also contributed to the book that will highlight and celebrate the past 100 years of SPJ and the SDX Foundation and the organization’s focus: improving and defending journalism.

Press releases and marketing messages about SPJ award recipients, legislative efforts, convention, professional development programs and a slew of other journalism topics continue to be issued on a regular basis. Mentions of national SPJ news are prominent in the days immediately following a press release, and Twitter specifically picks up the releases related to awards immediately and consistently. Most media mentions of SPJ still occur at the local level, reviewing chapter programs or announcing the winners of local awards contests, as mentioned in previous reports.

According to Google News Archives, since Jan. 1, 2008, “SPJ” was mentioned in 1,580 news stories and “Society of Professional Journalists” was mentioned in 4,760 news stories for various reasons, including the shield law, national and local awards, local chapter events and the topics in press releases disseminated by headquarters. 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 people in our databases.
Quill being reduced to six issues per year may leave some members thinking the magazine is on the path to less relevant content. That is not the case.

A few ideas sprouted long ago that are beginning to take shape for the magazine, which in 2010 will begin its 98th year of publication.

First, we are examining the possibility of a more standalone site, one that is a landing page solely for Quill. Right now, Quill content is contained on the larger SPJ Web site, with some limited functionality. As SPJ devotes more resources to Web content, the staff hopes to improve the functionality of the Quill site and make content more conducive to Web reading and retrieval from a more organized archive.

Second, the staff plans to publish Web-only content on the Quill site. Currently, the content on the Web is a reproduction from the magazine, with limited to no graphic elements. With cost and time savings from fewer print issues, the staff is seeking to solicit (and promote) more timely stories solely for the Web.

Our long-range goal is to make Quill the place members get their industry news, and a much-improved Web presence will make this possible.

Web Site

The continued growth of spj.org over the last few years has, ironically, made it logistically difficult to push the site toward its complete potential. But with the Web Administrator duties now free of the constraints that come with a part-time schedule, the time is now there to considerably reassess the current site’s functionality and explore numerous new ideas while also keeping the day-to-day affairs in order.

The first act in that regard — transferring all of SPJ’s blogs to a popular open-source content management system and changing the way the blog network works within the construct of the site — is currently under way. From there, and with the help of a vastly upgraded members section, SPJ will explore ways to make spj.org more of a destination instead of a mere depot for information. At the same time, efforts will be made to better corral and distribute the wealth of content that has been introduced to the site since its redesign in 2006.

There is a lot there, and it’s imperative members and non-members alike be able to find what they want, discover a few things they weren’t looking for, and, without ever stepping away from the site, use that information to create a discourse with other visitors.
SPJ.org Numbers

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<th>Week of 7/14/09</th>
<th>3/9/09 (date of last report)</th>
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<td>Visits (not including RSS)</td>
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<td>Unique Visitors</td>
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<td>Page Views</td>
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<td>2.92 (+6.18%)</td>
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<tr>
<td>Time per visit</td>
<td>2.39 (+10.41%)</td>
<td>2.24</td>
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</table>

Source: Google Analytics

Most visited pages, in order of hits

1. Front Page
2. Ethics Code
3. Convention Front Page
4. Ethics
5. Members
6. Job Bank
7. About SPJ
8. Convention Schedule
9. HQ
10. Convention Programs
11. Freelance Database
12. Join SPJ
13. Awards
14. Convention Registration
15. Convention Highlights
MEMORANDUM

DATE:     Aug. 10, 2009
FROM: Amy Posavac, Director of Development
SUBJ: Development Report
FOR: SDX Foundation Board of Directors

Dollars and donors enjoyed a swell in numbers during 2008-09. Donations exceeded $50,000 just as the fiscal year was coming to an end. The number of gifts received has doubled: 430 gifts this year compared to 216 last year. These statistics continue to prove that SPJ is still relevant in the lives of our members even during tough economic times and uncertainty in the industry.

A look ahead:

- Commemorative Centennial lapel pins are being used during Convention as a donor promotional device to persuade members to give a gift of at least $100 at the Centennial Celebration.
- A 2008-09 Annual Report is being produced, and will be sent to all members. It will include financial data for SPJ and SDX as well as donor lists as a final way to thank those folks.
- An electronic/e-mail appeal, which is slated for early fall, will be sent to all members for whom we have an e-mail address. The vendor has a "break-even" guarantee, so at worst it will be a donor acquisition appeal. One of the most appealing things about an electronic appeal is its ability to track donor behavior, and then to use that data in our future appeals.
- A handwritten mailing to an audience of 900 "official family" members will go out after the e-appeal has run its course.
- Last spring's newsletter was a moderate success, so a fall newsletter will be mailed to an audience of 5,000 SPJ members in December.

We will promote the 100th anniversary of SPJ through our appeals for the remainder of 2009, and continually look for ways to diversify the delivery of our message, getting it to the right person, the right way, at the right time and encourage support for our cause.
MEMORANDUM

DATE: July 28, 2009
FROM: Capital Improvement Committee: Bill McCloskey, Sue Porter, Howard Dubin and Sonny Albarado
SUBJ: Capital Improvement Committee report
FOR: SPJ and SDX Boards of Directors; Finance Committees

At the April 2009 SPJ and SDX Foundation board meetings, presidents Dave Aeikens and Steve Geimann appointed a committee to work with staff to review capital improvements that would be needed at the SPJ/SDX Headquarters building in Indianapolis over the next five years.

The committee met by teleconference several times and with staff help developed a list of projects. Staff sought estimates on the projects identified and the SPJ/SDX accounting consultant made a recommendation on a depreciation schedule for each of these. In his judgment, all of the items should be depreciated over 25 years.

While the amount charged to depreciation each year in our financial/tax accounting is small, the cash to pay the contractors must come out of the cash flow of the two organizations.

Committee member Sue Porter has recommended that the Foundation assume a financial burden greater than SPJ for these projects and suggests that SDX might want to start a capital fund-raising effort to free up more SPJ money to help journalists more directly than refurbishing the building and grounds. The members of the committee would welcome such a decision by the foundation board. We have been advised by tax counsel that SDX legally may take on the entire burden.

For the 2010 fiscal year (Aug. 1, 2009 - July 31, 2010) it is estimated that $30,000 cash will be available from each organization.

If the cash is not in hand, the projects would need to be deferred. We have prioritized the list based mostly on need, but we have moved the landscaping project to the top so that it can be completed in the early part of August 2009 so the building looks nice when our members are in town.

FISCAL 2010
August 2009 - Landscaping $1,500 (depreciation $60 per year)
Spring 2010 - Roof replacement ~ $26,000 ($1040/yr)
Spring 2010 - Exterior repairs and painting $4,875 (195/yr)
FISCAL 2011
August 2010 - Replace boiler and associated heating system $39,000 ($1560/yr)
Spring 2011 - Parking lot - Mill and re-pave as necessary, seal and stripe $3,000 ($120/yr)

FISCAL 2012
Fall 2011 - Replace carpeting (estimate to come)
Fall 2011 - Interior painting $3275 ($131/yr)
Spring 2012 - Replace air conditioning unit when/if necessary $20,000 ($800/yr)

TOTALS $97,650+carpet ($3,906 depreciation per year once all projects are completed).

The committee recommends that absent a willingness by SDX to take on the whole capital expense a line item be added to the SPJ budget each year to allocate cash for a capital improvements fund.

At the committee’s request, staff undertook research about possible cash-generating uses of the second floor of the building. It is currently used for staff activities such as sorting of awards entries each year. It is also set up for occasional SPJ board meetings or meetings by other journalism organizations. The awards sorting activity will go away if we can switch to electronic judging.

One concern that was addressed was whether the Americans with Disabilities Act (ADA) required us to get an elevator or other lift if we wanted to lease the space either as office facilities or a catering facility. Our lawyers say that we would not, therefore no estimates on that project are included. It was also determined that there is little demand for either office space or catering space in our neighborhood in Indianapolis. This idea can be kept active by contacting several commercial real estate agents to look at the space and make recommendations on how we might monetize it.

We also discussed outfitting the second floor as an SPJ training facility, but the staff reported that a key selling point for current SPJ training offerings is the fact that we suitcase the training to the news organizations location, saving travel and lodging expense for those being trained.

We discussed future computer upgrades and agreed to recommend sticking with current practice of paying for these items as we need them from the non-capital electronics line in the budget because the pace of technology makes the depreciation schedule, if any, quite short.

Each committee member raised capital spending expenses that their own organizations had faced (e.g. replacement windows) but staff assured us that the rest of the building is in good shape.

We ask that the SPJ board approve adding the capital improvements fund line item to each year’s budget and endorse the schedule of improvements outlined above.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9 A.M. – LOCATION: STATE
AUGUST 30, 2009
THE WESTIN, INDIANAPOLIS

1. Call to Order – Smith

2. Roll Call – Secretary-Treasurer
   a. Smith
   b. President-Elect
   c. Secretary-Treasurer
   d. VP Campus Chapter Affairs
   e. Aelikens
   f. At-Large Director
   g. Koretzky
   h. Student Rep.
   i. Student Rep.
   j. Kopen Katcet
   k. Campus Adviser At-Large
   l. Turmel
   m. Region 2 Director
   n. Region 3 Director
   o. Steele
   p. Hansen
   q. Region 6 Director
   r. Edgell
   s. Cooper
   t. Enslin
   u. Region 10 Director
   v. Region 11 Director
   w. Region 12 Director

2. Welcome and Introduction of New Board Members – Smith

3. Executive Committee Elections – Smith
   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.

4. Appointments to Sigma Delta Chi Foundation Board – Smith
   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 appointments.

5. Ratification of Sigma Delta Chi Foundation Board elections – Smith
   The SPJ board ratifies the independently elected officers and directors of the Sigma Delta Chi Foundation.

6. Committee Update – Smith

7. Finance Committee Appointments – Smith
   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.

8. Old/New business

9. Shield Law Update -- Laurie Babinski, Baker & Hostetler

10. Board Orientation – Babinski
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