AGENDA
THE SOCIETY OF PROFESSIONAL JOURNALISTS
EXECUTIVE COMMITTEE
TIME: 9 A.M.   DATE: JAN. 8, 2011
NASHVILLE, TN

1. Call to Order – Limor

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

3. Approve Executive Committee Meeting Minutes

4. Report of the SPJ President – Limor

5. Report of the SDX Foundation President – Geimann

6. Report of the Executive Director – Skeel

7. Approval of Charlotte chapter – Skeel

8. Endorsement of the News Literacy Project – Skeel [page 8]

9. Committee Grant Requests – Limor
   a. Ethics book promotion [page 9]
   b. Access Across America – regional [page 13]
   c. National FOI trainer [page 16]

10. Discussion Items
    a. Update on 2011 convention – Vachon
    b. Mark of Excellence Luncheon – Skeel [page 19]
    c. Region 3 Director – Limor
    d. Spring Conferences (assign conferences to Exec. members) – Limor
    e. Where do we go now with the Shield law efforts, given the new reality in Washington and our post-WikiLeaks world. – Ensslin
    f. Assistance for the 20 pro chapters the placed in that category this fall. – Ensslin
    g. Helen Thomas Award

11. Old/New Business
    a. Nick Ochsner LDF Request -- $4,000. – Skeel
    b. Department of Labor program – Skeel [page 21]
    c. Partnership with IU – Skeel

12. Adjournment
The Society of Professional Journalists

Executive Committee Meeting

Date: January 8, 2011
Time: 9 A.M. – 5 P.M.

Union Station Hotel
Nashville, Tenn.

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

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry, works to inspire and educate the next generation of journalists, and protects First Amendment guarantees of freedom of speech and press.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JULY 24, 2010
WORLD WAR II MUSEUM, NEW ORLEANS

MEETING CALLED TO ORDER
With President Kevin Smith presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:10 a.m. on Saturday, July 24, 2010, at the World War II Museum in New Orleans.

ROLL CALL
In addition to Smith, the following were present: President-Elect Hagit Limor; Secretary-Treasurer Darcie Lunsford; Vice President, Campus Chapter Affairs Neil Ralston; Immediate Past President Dave Aeikens; Director-at-Large Bill McCloskey; Region 12 Director Sonny Albarado.

Others in attendance were SDX Foundation President Steve Geimann and RTDNA Chair Mark Graham.

Staff members in attendance were Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

MEETING MINUTES APPROVED
Upon proper motion and second by Aeikens and McCloskey, respectively, the committee approved the minutes from the following executive committee meetings:
- January 16, 2010
- May 26, 2010

PRESIDENT’S REPORT
President Smith supplied an update on the shield law and shared with the group that he hand-delivered letters to senators. Smith wrote an op-ed piece regarding the shield law and it was picked up by approximately 40 newspapers.

Smith provided an update on his travels; SPL committees and he mentioned that there is a possibility of revivals of the following chapters: Central Florida, Atlanta, Maryland and Charlotte, N.C.

STAFF REPORT
Executive Director Skeel reported on the budget stating that through May 30, the salary line item shows a surplus of $79,000; however, there is a revenue shortfall of $87,000 (most due to awards falling short of projections). Because restricted and unrestricted monies are combined in the FY2010 budget, much of the surplus may very well be restricted cash that will be used for programs before the end of the fiscal year.

Membership is growing at a slow, but steady, pace as it has increased by about 4 percent since January 1.

2,300 journalists were trained through 72 programs coordinated by headquarters.

Improvements to the headquarters building continue as a new roof and exterior paint are in place. Later in 2010, a new boiler and fresh blacktop on the parking lot will be added to the list of improvements. Next year, the building will see interior painting and new carpet.
2010 CONVENTION
Plans for the Vegas convention are coming along well. Rob Curley from the Vegas Sun will be the keynote speaker. There are many great sessions planned with high caliber speakers. The website contains lots of convention information and registration is open.

2011 CONVENTION
Planning for the joint RTDNA/SPJ conference is progressing along well. The day prior to the July executive committee meeting, a day-long meeting took place with RTDNA representatives at the Sheraton New Orleans. The joint conference has been named Excellence in Journalism.

2012 CONVENTION
Vachon explained there is a hotel in Ft. Lauderdale, Fla., Marriott Harbor Beach Resort, which is offering a promotion which includes no attrition and no food and beverage minimum in the contract. As a result of this promotion, a site visit was conducted and the staff recommends this property for the 2012 convention. RTDNA participated in the site visit and their board will be discussing this property for 2012.

Upon proper motion and second by Limor and Aeikens, respectively, the committee recommends taking the Ft. Lauderdale location for the 2012 convention to the SPJ Board of Directors for board approval.

QATAR CHAPTER APPROVAL
Paperwork submitted by an interest group at the Northwestern University in Qatar was reviewed and discussed by the executive committee.

Upon proper motion and second by Limor and Aeikens, respectively, the committee accepted the Qatar Chapter as a new SPJ campus chapter.

PARTNERSHIP WITH BOB SHAPIRO
A draft proposal from Bob Shapiro, a military liaison, was reviewed and discussed. His document proposes that an agreement be created between journalists, as represented by SPJ and other organizations that may follow its lead, and the military, as represented by the U.S. Public Affairs structure at ISAF in Afghanistan. The agreement proposes that the press stretch the embargo period a little bit, in return for getting complete and thorough information from the Public Affairs Officers.

Upon proper motion and second by McCloskey and Aeikens, respectively, the committee voted not to endorse the Shapiro proposal.

DOT NEWS
A draft proposal from Dot News was submitted for SPJ’s reaction. Some individuals are working to create either a non-profit or for-profit entity that would create a .news address for online journalism which would include a set of minimum journalistic standards that would be monitored.

Dot News seems to be in its very early stages of development and as a result, the executive committee felt it was too early to weigh in on the proposal.

MODEL BYLAWS
SPJ’s Bylaws Chair, Bob Becker, submitted a memo to President Smith which included model chapter bylaws. The bylaws template will be helpful not only to new chapters, but also to existing chapters looking to update/review their chapter bylaws.
The new model bylaws will be available on the website and announcements of their development will be made available through Leads, the Leading Edge, Scripps Leadership Institute and as chapter leaders contact SPJ's Membership Coordinator.

**HELEN THOMAS LIFETIME ACHIEVEMENT AWARD**
In June 2010, Helen Thomas stepped down amid pressure from Hearst Publications for speaking out against Israelis. SPJ has an award named after Helen Thomas. After the incident, SPJ received many emails expressing people's opinion about whether or not the SPJ award should continue to be named after Thomas. The committee reviewed the emails.

The committee discussed the topic and chose to take no action.

**HISTORY BOOK**
The committee reviewed a memo from Robert Leger and Dave Aekens outlining two approaches for putting together a centennial-plus history of SPJ. The first approach would be to hire an editor and four to six writers. The second approach would be to hire a journalism historian.

The executive committee gave its support of the project and recommended that Leger continue pursuing options with the intent of bringing back firm recommendations to the full SPJ board in October.

**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.

No award winner was selected.

**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 Limor and Lunsford, respectively, Richard Hendrickson, 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 Aekens and Albarado, respectively, Bill Shorty, 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 Smith and Aekens, respectively, Sydney Schanberg, Ernie Pyle and Bob Steele were made Fellows 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 Lunsford and Limor, respectively, Herschel Fink, Honigman Miller Schwartz and Cohn LLP, Detroit; Carol Rosenberg, The Miami Herald; David Cuillier, University of Arizona were awarded First Amendment Awards.

**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 Lunsford and Limor respectively, David Perlman was awarded the Helen Thomas Award for Lifetime Achievement.

**HISTORIC SITE IN JOURNALISM**
The recognition honors individuals, news organizations and places of national historic journalism interest.

Upon proper motion and second by Aelikens and Ralston respectively, White Hall in Richmond, Ky. was selected as the Historic Site in Journalism.

**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 Aelikens and Limor respectively, John Dycus, Fort Worth Pro Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award for large chapters.

Upon proper motion and second by McCloskey and Ralston respectively, David Nicklaus, St Louis Pro Chapter was awarded the Howard S. Dubin Outstanding Pro Member Award for small chapters.

**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 McCloskey and Ralston, respectively, Jenny You, University of Wisconsin-Eau Claire, was named the 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 by Smith and Aelikens, respectively, Region 9 Director John Enslein, 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 Limor and Lunsford, respectively, David Andreatta, Democrat and Chronicle, was awarded a Sunshine Award.
Upon proper motion and second by Limor and Ralston, respectively, Jill Riepenhoff & Todd Jones, The Columbus Dispatch, were awarded a Sunshine Award.
Upon proper motion and second by Albarado and Aeikens, respectively, The Advocate was awarded a Sunshine Award.
Upon proper motion and second by McCloskey and Aeikens, respectively, Charlene “Charlie” Padilla, Southern California Public Radio, was awarded a Sunshine Award.

Wells Key
The officers went into executive session to select Irwin Gratz as the winner of the Wells Key. Upon choosing a winner, the officers exited executive session.

Meeting Adjourned
The meeting was adjourned at 3:30 p.m., July 24, 2010.
MEETING CALLED TO ORDER
With President Hagit Limor presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 11:30 a.m. EST on Thursday, Nov. 18, 2010 via conference call.

ROLL CALL
In addition to President Limor, the following were present for all or portions of the meeting: President-Elect Darcie Lunsford, Secretary/Treasurer John Enslein, Vice President, Campus Chapter Affairs Neil Ralston, Immediate Past President Kevin Smith, Region 12 Director Sonny Albarado, Executive Director Joe Skeel.

Also on the call were legal counsel Laurie Babinski, Government Relations Committee Chairman Steve Taylor, Bylaws Committee Chairman Bob Becker, and SPJ staff members Scott Leadingham and Andrew Scott.

FEDERAL SHIELD LAW (SB448)
A discussion ensued about the status of the federal shield law and SPJ’s efforts in conjunction with the wider media coalition.

ADJOURNMENT
The meeting was adjourned at 12:06 p.m. EST.
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
DECEMBER 1, 2010
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Hagit Limor presiding, the meeting of the Executive Committee of the Society of Professional Journalists was called to order at 2:17 p.m. on Wednesday, December 1, via conference call.

ROLL CALL
In addition to Limor, the following were present: Past President Kevin Smith; Secretary-treasurer John Ensslin; Vice President Campus Chapter Affairs Neil Ralston; Director-at-Large Bill McCloskey; Region 12 Director Sonny Albarado; Executive Director Joe Skeel; Controller Jake Koenig; and accounting firm Greenwald Sponser representatives Amanda Meko and Jennifer McVey.

REVIEW OF AUDITED FINANCIAL STATEMENTS
Two documents were included as part of the audit report: 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, 2010.

Amanda Meko reported that the auditors had no disagreements with management during the audit and that they received great cooperation from the staff and management. The auditors are prepared to issue a clean opinion on the financial statements.

Meko reviewed the Society’s statements of financial position and the balance sheet.

The auditors stated there no material weaknesses were identified.

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

The members of the Executive Committee declined the offer from Meko for an executive session.

MEETING ADJOURNED
Upon a proper motion and second by McCloskey and Albarado, respectively, the Executive Committee adjourned the meeting at 2:46 p.m., Dec. 1.
MEMORANDUM

DATE: Jan. 8, 2011
FROM: Joe Skeel, SPJ Executive Director
SUBJ: News Literacy Project endorsement
FOR: SPJ Executive Committee

In my efforts to learn more about news literacy, the programs that currently exist and how/if SPJ could play a role, I spoke with Allan Miller – former investigative reporter for the L.A. Times and founder of the News Literacy Project.

During that conversation, he said one of the easiest ways SPJ could become involved is to simply endorse his project, which began in 2008 and is one of the largest in the country. It is supported by various Foundations, including Knight, Ford and McCormick.

In essence, Miller’s project puts journalists and journalism instructors into high schools and middle schools across the country in an effort to help teach students the ability to sort fact from fiction in this digital age. The premise, like most of the successful programs out there, is to teach the news consumers of tomorrow the ability to weed through the trash in an effort to use the news to help make informed decisions and contributions to democracy.

Here are some NLP highlights from 2009-2010

- Worked with 17 teachers in seven schools in New York City, Chicago and Bethesda, Md., to reach about 1,200 students from the 6th to the 12th grades.
- Worked with an after-school program in New York (Citizen Schools) and extended-day and after-school programs in Chicago.
- Engaged about 75 journalists, some multiple times, to work with students.
- Completed its first independent assessment, which documented positive impact with students in multiple areas and favorable responses from teachers and journalists.

Because this is one of the more worthwhile News Literacy Projects out there, I recommend this committee move to endorse the News Literacy Project, and join other groups that have already done so: including ASNE, IRE, NABJ and AAJA.

It should also be noted that because of our conversation, Miller is considering ways to use SPJ and its vast network of journalists to broaden its base of trainers.
MEMORANDUM

DATE: Jan. 8, 2011
FROM: Kevin Smith, SPJ Ethics Committee Chairman
SUBJ: Proposed Ethics grant request
FOR: SPJ Executive Committee

Journalism Ethics Book Grant Proposal

I. Summary/Abstract
The purpose of this grant is to provide appropriate funding for the marketing, promotion and distribution of the Sigma Delta Chi/Society of Professional Journalists 4th edition of an ethics case study book though an established series of journalism workshops, book fairs and affiliated conferences.

This grant is designed to provide travel, set-up and operating expenses for members of the SPJ ethics committee (or other designees) to travel to regional conferences, chapter meetings, media interviews, affiliated non-SPJ events and book fairs for the purposes of promoting the book.

Through this planned and calculated book tour, the ethics committee hopes to make a presentation at every regional conference, at meetings of selected chapters, both professional and collegiate, at educational book fairs and at conferences or conventions of other organizations. The grant will be used for travel expenses and shipping costs associated with these events.

II. Need Statement
As we finish production of Journalism Ethics, A Casebook of Professional Conduct for News Media communications with Marion Press seem to suggest that there will be a minimum of marketing efforts on the printer’s end to promote the book. Given the investment of the Foundation and the length of time it’s taken to produce the book, it seems to members of the ethics committee, present and past, that more efforts should be made on our part to expand the promotion of the book to members, newsrooms and college campuses.

It is the plan of the SPJ ethics committee to assist in the promotion and marketing of the book to members and non-members within the journalism community through workshops, books fairs, conventions, personal interviews and appearances at SPJ and non-SPJ events.

The goal is to guarantee a strong sales projection and to ultimately force additional press production and to make this book the premier ethics book for newsrooms and classrooms.
A. Specific problems of the past
In the past there has been little concerted effort to promote ethics books. As a result they
tend to be picked up through word of mouth and sales are limited, slow and protracted
over several years. In today’s world of ethics, having dated case studies makes the book
less than desirable. Therefore, a more aggressive marketing plan is needed to ensure sales
are peaked early in the book’s life and not next year or the year after. We, therefore,
believe that initial sales must be strong within the first year to 18 months.

B. Supporting data/information verifying the need
Last year, more than 1,800 people attended SPJ regionals. The need to have a presence at
the regionals seems logical. Additionally, having a booth at the AEJMC conference in
Louisville in August makes perfect sense given that more than 1,600 journalism and
college professors attended that event last year. These people recommend and use these
textbooks.

According to amazon.com there are 484 textbooks on journalism ethics available in the
market. SPJ has two of those books, previous editions of Doing Ethics in Journalism.
Using amazon’s search engine and reviewing the top 100 journalism/communication
ethics books listed (based on amazon’s random selection), the results show that 14
percent were released in 2010, 4 percent/09, 10 percent/08, 6 percent/07, 2 percent/06, 3
percent/05 and 37 percent are 2004 and older with 30 percent of that number pre-2000.
This might suggest that this type of book genre has steadily been peaking with 34 percent
of the books reviewed on amazon being printed post 2007. There seems to have been a
decline between 2000-04 with 7 percent which was preceded by a surge in the late 1990s.
It also suggests the market for this type of book may be expanding in the number of
offerings each year, therefore growing competition. Having promotional and marketing
beyond what the publisher provides seems like a best-practice idea of increasing
awareness and sales of the book. But, it also serves as a fundamental mission of
educating journalists on ethics.

SPJ’s ethics code is the most recognized and referred to code of ethical standards in our
nation and possibly in the world. Each day nearly half a dozen Internet references are
made to our code by publications, journalists and media bloggers. Our code and our name
are the gold standard for ethics. This book should be held in high regards when it reaches
the market. But, not without proper promotion.

C. Approach and benefit
The approach is to use the existing talents and resources of SPJ’s ethics committee or
other designees to work for the promotion and sale of the book across the nation at SPJ
and non-SPJ events beginning in February. The benefit is to have the principal author and
supporting members of the ethics committee or designees to work on publicity for the
book and execute it by offering sales at a number of events and venues.
III. Plan of Operation

The plan is to invest $22,000 in an SDX grant to allow for travel expenses by some members of the SPJ ethics committee to travel to regionals, affiliated conferences and book fairs to promote the book. Promotion at regionals will come in the form of expressed seminars on the agenda to talk ethics specifically using the book as a source. Additionally, the plan is to promote the book tour to chapters around that country and solicit invitations to attend specific meetings or functions dedicated to promotion and sales of the book held by chapters.

The third phase is to attend at least three professional conferences, such as IRE, AEJMC, CMA, Unity or ONA for the purposes of using those venues to promote and sell the book.

At $50 per book, this promotional tour will need to reach more than 440 sold copies in 10 months to create a cost benefit to the Society and SDX.

The money would be placed in a travel account and representatives of the ethics committee and other designees would be reimbursed from those funds though headquarters’ policies regarding travel for officers of the Society and Foundation. By limiting travel of principal parties and dividing the country into regions we can short travel, reduce costs per trip and maximize our shipping expenses. Costs per travel can be held down allowing for more trips and presentations.

SPJ’s communication staff will assist in the external and internal promotion of the book and the tour. This can include presentations in Quill, Leads, spj.org and press releases to media and interview management.

Conclusion

The need for a book tour beyond what is proposed by the publisher creates opportunities for SPJ’s ethics committee to maximize ethical training at regional conferences and chapter meetings. Additionally, promoting the book with our own people creates a sense of commitment by SPJ to the book and to ethics, in general.

Slightly more than 400 book sales need to be realized to make this a profitable venture and it will gain greater attendance and more appeal than another round of town hall meetings.

SPJ is in a unique position to assist greatly in the promotion of its product. Unlike a typical textbook author who must rely on the publisher and book signings to gain sales, we can operate before audiences from coast to coast, making a strong statement for ethical journalism, in addition to offering our own version of a textbook.

A combination of training seminars, topical chapter meetings, book fair presentations and media tours should be the compliment needed to assure that this book reaches its sales potential.
IV Budget

The $22,000 request would be earmarked for the following uses:

1. Airline fares
2. Baggage fees
3. Car rental, expenses
4. Train
5. Mileage reimbursement
6. Cab fares, public transportation fees
7. Parking, tolls
8. Hotel transfers
9. Lodging
10. Meals
11. Office supplies
12. Postage, shipping costs

Estimated allowances for travel, lodging and meals (projected for 10 regionals)
$600/Regional = $6,000.
Estimated allowances for postage and shipping cost of books (projected for 10 regionals)
$200/Regional = $2,000
Estimated allowances for travel to chapter meetings (projected 16) $500 = $8,000
Estimated shipping costs for chapters $1,000.
Estimated cost of AEMJC conference lodging and meals (Louisville, KY) $800.
Estimated cost of shipping to AEJMC $300
Estimated cost of second conference lodging and meals $800
Estimated cost of shipping to second conference $300
Estimated cost of third conference, lodging and meals $800
Estimated cost of shipping to third conference $300
Miscellaneous office expenses and promotional materials $1,600.

Respectfully submitted,

Kevin Z. Smith
Chair, SPJ ethics committee
Dec. 13, 2010
MEMORANDUM

DATE:  Jan. 8, 2011
FROM:  David Cuillier, SPJ FOI Committee Chairman
SUBJ:  Proposed FOI grant request
FOR:  SPJ Executive Committee

Access Across America Part II: Going Regional

Expanding on-the-road training regionally
This grant proposal takes the Access Across America on-the-road training concept to the next level: regional trainers. The original 45-day tour in summer 2010 was a success, serving about 1,000 people in SPJ chapters, small newsrooms and open government coalitions in 33 states - double the originally anticipated 16-state tour while still within budget (see http://blogs.spinetwork.org/aaa/). This program reached people who need the training the most: from rural, small organizations that do not send people to conventions or bring trainers in. It is unrealistic, however, to expect one person to conduct all the training in the future, particularly spending 45 days straight on the road. This proposal would continue to test this training model by funding four trainers to each travel seven to 10 days in their respective regions, providing affordable training to a large number of people.

The Trainers
This proposal would fund four regional trainers, which could be expanded in future years. Tentatively, the four trainers would be:

West
David Cuillier (confirmed), FOI Committee chairman, and the trainer for the original Access Across America tour. He has served as an SPJ Newsroom Training Program trainer since 2005. He spent a dozen years as a news reporter and editor before becoming a journalism professor at the University of Arizona School of Journalism, teaching public affairs reporting, computer-assisted reporting and access to public records. He is co-author with Charles Davis of The Art of Access: Strategies for Acquiring Public Records.

Midwest
Charles Davis (confirmed), former FOI Committee chairman and former director of the National Freedom of Information Coalition, created the FOI module for the SPJ newsroom training program and speaks frequently to groups. He was a reporter before becoming a journalism professor at the University of Missouri School of Journalism.
Southeast
Joe Adams (confirmed) is an editorial writer for the Jacksonville, Fla., newspaper and has been an SPJ newsroom trainer for several years. He is a past winner of the SPJ Pulliam First Amendment Award for his FOI training in Florida. He wrote the Florida Public Records Handbook and also created curriculum for teaching access in college journalism courses.

Northeast
Courtney Barclay (tentative) is an assistant professor of journalism at Syracuse University. She teaches media law and worked for the Brechner Center at the University of Florida, conducting training sessions in FOI. The Northeast contact is still fluid.

Objectives
The pilot project has several objectives:
1. Conduct on-the-road training for more than 800 professional journalists to make them more effective at acquiring public records.
2. Bolster FOI advocacy. Journalists who are empowered are journalists more likely to speak out for freedom of information, especially during the spring when many legislatures are debating changes to public records laws.
3. Promote and bolster SPJ. The tour will be promoted throughout the regions to raise awareness about freedom of information and SPJ. This, along with the training, should increase SPJ membership.
4. To test a new regional model for delivering our training.

Approach
Each trainer would be paid to travel 10 days in his or her region, making two presentations a day, usually a small newsroom in the morning and an SPJ chapter in the evening, averaging 20 people a day. Each trainer can plan his or her route and the days. For example, one person might want to break it into three trips of about three days each. Another trainer might want to do it all in 10 days. The training would be conducted in the summer and fall 2011. At each stop the trainers will provide FOI training sessions, averaging one to two hours each, and provide handouts. Trainers will be responsible for scheduling the sessions. The grant will provide funding for rental cars, insurance, meals, affordable lodging, and a $100/session honorarium. To coordinate the training, the grant will pay for the four trainers to meet, practice and refine the sessions and work through logistics. The training meeting would be held at the National Freedom of Information Coalition conference in May 2011.

Evaluation
Evaluation forms will be provided to all participants, as usual for SPJ training programs. The forms will be provided to the staff to evaluate the effectiveness of the road-tour training for potential inclusion and expansion in future years.

Budget
The budget is based on the actual expenses from the 2010 Access Across America tour. The budget assumes an average of $250 per day, based on the following: Rental vehicle
$40 per day, hotel $80 per day, gas $40 per day, food $30 per day, handouts $3 per person or $60 per day. One expense not included in the 2010 tour was additional insurance for SPJ (need to look into whether we need that and how much it would cost).

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<thead>
<tr>
<th>Travel (40 days total, 10 days for each trainer)</th>
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<tbody>
<tr>
<td>Lodging ($80 x 40 days)</td>
<td>$3,200</td>
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<tr>
<td>Vehicle Rental ($40 x 40 days)</td>
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<td>Gasoline ($40 x 40 days)</td>
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<tr>
<td>Meals ($30/day x 40 days)</td>
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<tr>
<td>Materials ($3/person x 800 people)</td>
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<tr>
<td>Honorarium ($100/session x 40 sessions)</td>
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<th>Training meeting/practice</th>
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<tr>
<td>Airfare ($300 x 4 trainers)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Hotel ($200 x 4 trainers)</td>
<td>$800</td>
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**TOTAL**                                                 **$16,000**

**Additional funding**
It is possible that the National Freedom of Information Coalition or some other organization might want to chip in some money (NFOIC provided $4,000 toward the 2010 tour in order to do talks for state open government coalitions).
MEMORANDUM

DATE: Jan. 8, 2011
FROM: David Cuillier, SPJ FOI Committee Chairman
SUBJ: Informal Idea Proposal Thingy
FOR: SPJ Executive Committee

National Freedom of Information Trainer

The need
A third of the journalists surveyed during the Access Across America tour in 2010 said they don’t request public records because they don’t know how. Journalists, particularly those at smaller organizations, often have never been taught how to access records, and with seasoned reporters laid off or taking buyouts, newcomers do not have as many mentors to help them. Citizens are even more in the dark when it comes to accessing public records. We need a full-time paid national FOI trainer to coordinate access training at the national level. Volunteer trainers are great, but do not have the time to do the job right. Also, various groups have FOI training materials, but it is hit-and-miss, spread around and hard to find. We need a coordinated effort. Public support for open government is fragile, and someone needs to look out for it. Democracy depends on it.

Tasks
A national FOI trainer could lead the following initiatives:
- Coordinate regional trainers that would conduct training sessions for news organizations, coalitions for open government, SPJ chapters and other groups.
- Coordinate national Sunshine Week to educate journalists and the public on their rights to government information.
- Develop online training modules for citizens in how they can access government information.
- Develop and coordinate public service campaigns to foster support for freedom of information.
- Develop FOI curriculum for high schools and college journalism courses.
- Develop training materials and workshops that would be of interest to a wide enough array of groups and individuals (PIs, genealogists, librarians, journalists, etc.) that the position could become self-sustaining.
Logistics
There are several different approaches as to how the position could work:

- The National Freedom of Information Coalition at the University of Missouri – Columbia already provides some national coordination of FOI issues and could serve as the home of the FOI trainer. The advantage of this would be the close connection to state coalitions – the person would be closer to the ground and know what’s going on at the state level.
- The Reporters Committee for Freedom of the Press has office space in Arlington, Va., that could serve as a home for the trainer. The advantage of this is the person could be active in educating policy makers in access issues, although that would not be the main purpose of the position.
- Individual organizations. The drawback of having the position housed at a more focused organization, such as SPJ or ASNE, is that it might not be broad-based enough, particularly if the aim is to foster citizen understanding.

Funding
A coalition of groups could provide the funding for a full-time person until such a time the position can become self-sustaining through workshop registrations, materials and other revenue-generating efforts. Some possible sources:

- American Society of News Editors. This group previously funded a full-time coordinator for national Sunshine Week. Executive Director Richard Karpel said they might be interested in teaming to create a full-time trainer who would take on Sunshine Week, contributing $10,000-$20,000 to the effort.
- Society of Professional Journalists’ SDX Foundation. We can take the lead on this effort, coordinating the effort and possibly providing funds toward it. I would suggest $10,000, maybe more, depending on other groups’ support. That $10,000 would serve journalists well.
- National Newspaper Association. This trainer would be of particular help to community newspapers.
- Investigative Reporters & Editors. IRE has long supported practical training for journalists, and some of their workshops touch on the subject of FOI.
- Reporters Committee for Freedom of the Press. I don’t think Reporters Committee has a lot of money available right now, but they might be able to provide some assistance.
- OpenTheGovernment.org, the National Security Archives, and other sunshine groups might be up for providing support. Again, most of these groups aren’t rolling in dough, but they might be able to provide some support.
- Office of Government Information Services. This federal ombudsman office would lend credibility to the trainer, and they have expressed interest in teaming up for training of government employees and requesters. However, we might not want to have a connection with the government. Some potential conflict there. Some state coalitions have made this work, but it is tricky.
- I would advise not taking U.S. State Department grant funding for this effort. While some universities accept State Department money to provide FOI and journalistic training in other countries, it creates too much of a conflict of interest, in my opinion, for a national FOI trainer.
• Grant organizations. Knight, McCormick, Soros, Carter Center, and others might be interested in an effort that would foster civic engagement, public understanding of how to get information, and news/information literacy.

Next step
If the SPJ executive board is supportive of such an effort, I can take the lead on drumming up support and getting commitments from other groups to fund the position starting in January 2012 or July 2012, depending on grant cycles. The hiring of the person can be conducted by a committee. I could talk with groups in January and February and if we can cobble together funds I could also apply for grants from Knight, McCormick, etc.
MEMORANDUM

DATE: Jan. 8, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Mark of Excellence luncheon
FOR: SPJ Executive Committee

After much thought, debate and research, I am recommending that SPJ replace its formal Mark of Excellence awards luncheon (held each year during convention) with a recognition process that is more practical and enjoyable for the students. Although no official vote is necessary, I felt it appropriate to get verbal support from leaders before progressing.

For those of you attending the banquet in recent years, you likely noticed that many of those who accept the awards aren’t actually the winners. This is even more disheartening when you factor in that only those who RSVP to the event are included in the awards presentation at all. In the end, only a tiny percentage of the actual winners or national finalists attend the luncheon to be recognized (28 folks in 2009 and just 38 in 2010 after adding 2-year colleges). Yet, SPJ spends a considerable amount of time and money on this event when you factor in planning, audio visual and the meals that SPJ pays for each of the winners.

In all, I estimate SPJ eats about $3,500-$4,500 on this single event. More importantly, however, is that only a small fraction of the winners are able to participate.

After conferring with Campus Representative Tara Puckey, VP of Campus Chapter Affairs Neil Ralston and former Advisor At-Large Sue Kopen Katceff, I put forth the following process of how a new recognition process could look. However, I ask that the committee only support the notion of doing away with the luncheon, not necessarily adopting this particular course. It’s always best to have as much flexibility as possible.

PART I
At the conclusion of the final national judging, winners will be announced and plaques/certificates will be shipped to the entrant. SPJ will contact schools and encourage them to recognize these students in their own way: a story in the local paper/news cast, or recognition during their own awards programs or graduation if timing allows. We feel recognition in front of their classmates and family would have more meaning to the winners.

PART II
Because we still want to recognize excellence in collegiate journalism during our convention, SPJ will host some sort of event (perhaps a gathering with chips and soda, a dessert reception or some other scheduled
event) to name the winners and recognize anyone who may be present. Furthermore, we could use this time to recognize the Julie Galvin Award winner, the Campus Advisor of the Year and/or any other collegiate awards. Lastly, it would provide a good opportunity for our Campus Representatives or other academic leaders to address the group on topics of importance to SPJ students and faculty.

Given the cost of the event, our new partnership with RTDNA and the dwindling attendance, it’s a prime opportunity to try something different. More importantly, I believe this change has the potential to make the award more meaningful to those receiving it.
MEMORANDUM

DATE: Jan. 8, 2011
FROM: Joe Skeel, Executive Director
SUBJ: United States Department of Labor request
FOR: SPJ Executive Committee

The U.S. Department of Labor has requested SPJ's help to update its current criteria for "Reporters and Correspondents." In short, they want to make sure the information they have is accurate. To do this, the department surveys members in various professional fields and uses that data to form its criteria to create an outline for an "Occupational Expert."

This information is then used by different groups, as you will read in the accompanying letter to me from the USDOL. Although it's not spelled out in this letter (unless I missed it) I believe those working in the immigration department (and those responsible for granting work visas to foreign journalists working in the U.S.) use this criteria. If you remember a while back, we got flooded with calls from the immigration department asking us to vouch for individuals because they didn't necessarily fit the criteria of an Occupational Expert on file. In essence, we didn't want to define anyone as a journalist.

Although we wouldn't be defining in this instance, a survey of our membership would contribute to that.

It's also important to note how this would work. In short, we would send them a list of our membership with contact information and they would conduct the survey themselves. No work would be required on SPJ's part outside of generating the list.

Lastly, I included the current "Occupational Expert." I thought you might find it interesting.

I ask the committee to give or deny support of the USDOL's request.
September 14, 2010

Mr. Joe Skeel
Executive Director
Society of Professional Journalists
Sigma Delta Chi Foundation
3909 N. Meridian St.
Indianapolis, IN 46208

Dear Mr. Skeel:

The U.S. Department of Labor requests your assistance with a program that is important to the nation – the Occupational Information Network (O*NET®). The O*NET Program serves employers, human resource professionals, job counselors, and labor market analysts across the country who depend on occupational information to perform their daily work. Individuals who are exploring and planning careers also use O*NET information. We would like your help to keep this information current.

As a Society of Professional Journalists (SPJ) representative, your assistance is requested with identifying occupation experts (OEs) for the occupation of Reporters and Correspondents. For O*NET data collection purposes, OEs usually have five or more years of experience with an occupation. They may also have experience as a supervisor or trainer as well as the expertise to rate the occupation on skills, tasks, knowledge areas, work context factors, and work activities. Occupation experts will be asked to complete O*NET questionnaires to provide information on their field of expertise. Their contribution to this program will ensure that the occupational information provided in the O*NET database is current and accurate.

Your participation in this effort is voluntary. Yet, participation by you and other occupation experts is vital to the success of this important program. An O*NET Team Leader has already contacted you and will call you in a few days to provide additional details and to answer any questions you may have. Dr. Laurie Cluff of RTI International is leading this program of data collection from occupation experts. If you have questions or concerns, she may be reached by phone, at (919) 541-6514, or by e-mail, at lcluff@rti.org.

Thank you for your time and consideration.

Sincerely,

[Signature]

O*NET/Skill Assessment Team Lead
Office of Workforce Investment
Employment and Training Administration
Sample Endorsement Letter
Please print this letter on your organization’s letterhead and return to RTI in the enclosed postage-paid envelope.

Dear Colleague:

We are writing to request your assistance with a valuable program, the Occupational Information Network (O*NET). O*NET will benefit our organization and its members by collecting current and essential information about Reporters and Correspondents.

The O*NET program, sponsored by the United States Department of Labor, is gathering occupational information for a national database that is being used by millions of employers, workers, educators, and students across the country. This database provides information about the skills, abilities, activities, and work context for about 900 occupations nationwide.

An O*NET representative at the Research Triangle Institute (RTI) recently contacted you to ask for your participation as an occupation expert concerning Reporters and Correspondents. By completing and returning the O*NET questionnaires, you will contribute to a key resource providing our nation’s citizens with continuously updated occupational information. Responses from all experts will be combined to define the skills, knowledge, and other aspects of work in your field.

The Society of Professional Journalists (SPJ) encourages you to complete and return the O*NET questionnaires. Please be assured that your decision regarding participation in O*NET will not impact your standing with our organization.

Thank you in advance for your time and effort.

Sincerely,

(Name of Association Representative)
(Title of Association Representative)
Standard Occupational Classification (SOC) Title:
Reporters and Correspondents

O*NET-SOC Code:
27-3022.00

Description:
Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television.

Alternate Titles:
Newswriter

These occupations are NOT the same as Reporters and Correspondents:
27-2011.00 Actors
27-3021.00 Broadcast News Analysts
27-4012.00 Broadcast Technicians
27-3043.04 Copy Writers
27-3043.05 Poets, Lyricists and Creative Writers
27-3012.00 Public Address System and Other Announcers
27-3011.00 Radio and Television Announcers
27-4013.00 Radio Operators

Core - Data Task List: (The order of the tasks in this list does not imply relative importance to the occupation.)
- Arrange interviews with people who can provide information about a particular story.
- Check reference materials such as books, news files, and public records in order to obtain relevant facts.
- Conduct taped or filmed interviews or narratives.
- Gather information about events through research, interviews, experience, and attendance at political, news, sports, artistic, social, and other functions.
- Investigate breaking news developments such as disasters, crimes, and human interest stories.
- Receive assignments or evaluate leads and tips in order to develop story ideas.
- Report and write news stories for publication or broadcast, describing the background and details of events.
- Research and analyze background information related to stories in order to be able to provide complete and accurate information.
- Review and evaluate notes taken about event aspects in order to isolate pertinent facts and details.
- Review copy and correct errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines.
- Revise work in order to meet editorial approval or to fit time or space requirements.

Additional Task List: (The order of the tasks in this list does not imply relative importance to the occupation.)
• Develop ideas and material for columns or commentaries by analyzing and interpreting news, current issues, and personal experiences.
• Discuss issues with editors in order to establish priorities and positions.
• Edit or assist in editing videos for broadcast.
• Photograph or videotape news events, or request that a photographer be assigned to provide such coverage.
• Present live or recorded commentary via broadcast media.
• Research and report on specialized fields such as medicine, science and technology, politics, foreign affairs, sports, arts, consumer affairs, business, religion, crime, or education.
• Transmit news stories or reporting information from remote locations, using equipment such as satellite phones, telephones, fax machines, or modems.
• Write columns, editorials, commentaries, or reviews that interpret events or offer opinions.
• Write reviews of literary, musical, and other artwork based on knowledge, judgment, and experience.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9:00 A.M.
APRIL 16, 2011
INDIANAPOLIS, IN

1. Call to Order – Limor

2. Roll Call – Ensslin
   a. Limor
   b. Lunsford
   c. Ensslin
   d. Ralston
   e. Smith
   f. McCloskey
   g. Bartlett
   h. Puckey
   i. Mirfendereski
   j. Fox
   k. Daniels
   l. Turmelle
   m. Eckert
   n. Oates
   o. Pilcher
   p. Hansen
   q. Theisen
   r. Volkmann
   s. Cooper
   t. Meyers
   u. Neuts
   v. Clessett
   w. Albarado

3. Report of the SPJ President – Limor

4. Review and adoption of the SPJ budget for the fiscal year ending July 31, 2012. – Skeel [Page 1]

5. Report of the SDX Foundation President – Geimann [Page 17]

6. Approval of Board Meeting Minutes – Limor
   b. Oct. 6, 2010 [Page 22]

7. Chapter Action – Skeel/Limor [Page 31]

8. Staff Report – Skeel [Page 32]


11. Action/Discussion Items
    b. Bylaws update/changes – Limor/Becker [Page 40] 1 P.M. EST
    c. Ohio University Resolution – Mirfendereski [Page 46]
    d. SPJ member database – Albarado

12. Old/New Business
13. Committee Reports
   a. ACEJMC – Geimann [Page 47]
   b. Diversity – Daniels [Page 50]
   c. Freedom of Information – Cuillier [Page 52]
   d. Ethics – Smith [Page 57]
   e. Freelance – Neuts [Page 61]
   f. Membership – Bauer [Page 63]
   g. Professional Development – Wenger [Page 64]
   h. Digital Media – Peebles [Page 66]
   i. Generation J – Walsh [Page 67]
   j. Awards and Honors – Frizzi [Page 69]

14. Adjournment
THE SOCIETY OF PROFESSIONAL JOURNALISTS

BOARD OF DIRECTORS MEETING

DATE: SATURDAY, APRIL 16, 2011
TIME: 9 A.M.

SPJ HEADQUARTERS
INDIANAPOLIS

SOCIETY OF PROFESSIONAL JOURNALISTS

IMPROVING AND PROTECTING JOURNALISM

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

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

DATE: April 16, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Proposed SPJ Budget for Fiscal Year 2012
FOR: SPJ Board of Directors; SPJ Finance Committee

Included with this cover memorandum is the staff's proposed budget for SPJ for the fiscal year ending July 31, 2012. A number of supporting documents are included to provide a better understanding into the process of constructing the budget.

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

You will notice a common theme when reviewing the documents. We believe FY2012 will be very similar to FY2011. The economy has leveled off, and even started to improve slightly. So has our membership revenue. We believe other areas, such as awards and registrations, will follow suit. However, growth at SPJ is slow. Therefore, we aren't prepared to project large revenue increases in any of our programs. As you will see on the composite view, we only project a $14,000 increase in revenue.

On the flip side, we spent a considerable amount of time reviewing our expenses. We feel this is the most accurate reflection in years. Because of that, and some changes to our grant-funded programs, you will see that our projected expenses decreased $73,000 over last year's adopted budget.

The end result, SPJ's projected budget shows an incredibly modest $3,808 surplus.

One very important note: Last year, SPJ began the fiscal year with $91,360 in cash on hand. This was money given to SPJ for grant-funded programs. As of July 31, 2011 this cash will either be spent or returned to the Foundation. Therefore, we are making the assumption that as of Aug. 1, 2011, SPJ will begin the year with $0 on hand.

This, of course, isn't really true. Assuming we continue to perform well through July 31 of this fiscal year, it is hopeful that SPJ will have some unrestricted cash at its disposal. My philosophy, however, is to figuratively set that aside and forget about it. This will be the first "installment" of rebuilding SPJ's cash reserves. It would be available, however, should unexpected expenses come about.
BUDGET PROCESS
Each staffer prepared the preliminary budget for his or her department. Several meetings were held over the course of several weeks to identify any potential gaps. Jake and I 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 time devoted to the program.

REVENUE HIGHLIGHTS

GRANT REVENUE FROM THE SDX FOUNDATION
For Fiscal Year 2012, the following grant requests have been submitted to the Foundation. They have been approved by the Foundation Grants Committee and await final approval from the Foundation board of directors.

<table>
<thead>
<tr>
<th>Training Place</th>
<th>$198,754</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Convention Education</td>
<td>$79,426</td>
</tr>
<tr>
<td>Mark of Excellence Program Support</td>
<td>$27,201</td>
</tr>
<tr>
<td>2011 Chapter Programming Grants</td>
<td>$9,619</td>
</tr>
<tr>
<td>Diversity Leaders Fellowship Program</td>
<td>$8,300</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$323,300</strong></td>
</tr>
</tbody>
</table>

This budget assumes the Foundation board will accept the committee’s recommendation and fund the $323,300. We received about $326,000 last year.

I encourage everyone to review the full grants material, which provides program details and budgets, at [http://spj.org/sdxgrant-requests.asp](http://spj.org/sdxgrant-requests.asp).

Furthermore, we have submitted a grant request to the Gannett Foundation for JournalismTraining.org. That request, for $16,500, would allow us to continue the part-time position that is responsible for updating and marketing the program. Should the request be denied, SPJ would need to seek other funding or move the program “in-house” and eliminate the part-time position.

For budgeting purposes, we assumed no funding would come through. Therefore, neither the revenue nor the part-time salary expense is included. Should the grant be awarded, it will have a negligible impact on the bottom line.

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

SIGMA DELTA CHI OPERATING COSTS
Since fiscal year 2003, the SDX Foundation has been reimbursing the Society for “running the Foundation.” SPJ will continue to pay Foundation staff, its share of utilities, etc., through the Society’s bookkeeping processes. It’s simply more economical.
ADVERTISING REVENUE
Our advertising revenue continues to flounder. This is largely due to instability with the part-time sales position. Correcting this area is one of my top priorities this spring. Once we have an improved process in place, I am confident we will be able to reach projections for FY2012. Those projections mirror FY2011.

AWARDS
With two years under our belt, we now have a better idea of the impact our online awards system (and increase in categories) has on the budget. Because we expect a similar economy moving forward, we are budgeting for a repeat awards performance in FY2012. These figures are based on actual awards revenue from the current fiscal year.

MEMBERSHIP
Our membership has increased ever so slightly over the past two months, but that’s not nearly enough information to declare a trend. In fact, if you look deeper into the supporting documents, you will see I projected a $5,000 decrease in dues revenue (this was done in January, and at that time we were trailing last year’s revenue). The $3,094 increase you see on the composite view is actually a result of increased revenue from our affinity partners and President’s Club. Should the Society continue to see an increase in membership, this will be like cash in our pockets. So, we’ve got that going for us.

EXPENSE HIGHLIGHTS

PERSONNEL
It appears we are only projecting a 2 percent increase in total salaries from last year to this year. Please keep in mind, however, that this year we aren’t including salary for the part-time JT.org employee. Should we receive funding for that, this expense will grow by about $12,000 – making the increase closer to 4 percent. We have budgeted for a 15 percent increase in health care, but this year only planned on current participants continuing in the program. In the past, we have budgeted for 100 percent participation, making this an inflated expense. We took the same approach to the 401k line item. This is why you see a decrease for this fiscal year.

Other than hiring a new post graduate communications intern (currently Andrew Scott), no other personnel changes are planned at this time.

PROPERTY TAXES
This budget proposal assumes that SPJ will not have to pay property taxes. By the time you read this, I hope to know for sure. If the Society is responsible for property taxes, we will have to generate extra revenue or curb spending to absorb that expense.

SOFTWARE MAINTENANCE/UPGRADES
SPJ’s three-year maintenance fee on its database expires July 31, 2011. This budget reflects a $12,000 one-year maintenance fee.
OUTSIDE SERVICES/MEALS AND BANQUETS
By and large, this is the result of doing one less Reporter’s Institute next fiscal year and moving
our monthly invoicing in-house. You will see a large increase in postage because we will now be
incuring those costs associated with mailing invoices out of SPJ HQ. I am in the process of
reviewing third-party vendors to handle this function. Any hire, however, would have to fit
within the scope of this budget.

WHAT THIS BUDGET DOESN’T INCLUDE
We have several revenue-generation ideas in the works. But until they prove they will deliver
dollars, we are unwilling to count on them. Below are some of those projects. Any revenue we
generate would be “free money.”

- Renting 3909: Since purchasing the building in 2000, the plan has been to rent the
  upstairs. I have been working with a Realtor so that we may finally achieve that goal.
  Early estimates are that the space could fetch about $35,000-$40,000 per year. Of course,
  there may be upfront costs required to make the space “rentable.”

- SPJ Awards Platform: Lauren has provided a handful of demos, and we have received
  lots of interest. However, because we weren’t able to get it ready sooner, several groups
  were forced to go another direction this year. Nonetheless, we are now ready to roll for
  next season. In fact, I have been asked to present a demo for my Executive Director peers
  during the next meeting of the Council of National Journalism Organizations, which
  takes place during the AEJMC convention this summer in St. Louis.

- Dues increase/membership billing options: It has been nearly a decade since SPJ
  increased its dues. Yet, costs associated with operating SPJ has increased significantly.
  We have trimmed staff through attrition, taken advantage of technology to do more with
  less and rethought the types/delivery of programs we are offering. Since arriving at SPJ
  seven years ago, I can’t remember a time we were more lean, yet efficient. But we are
  maxed out. I realize this is a hot-button issue, but I don’t think we can continue to keep
  this revenue option off the table. I have started research on the possibility of optional
  “auto-debits” for collecting membership revenue. The idea would be to raise dues in
  exchange for allowing interested members to make small automatic payments.

- SPJ.org bookstore: I have had very early discussions with CQ Press and Marion Street
  Press regarding a page on SPJ.org where we would highlight books of value to
  journalists. SPJ would, of course, get a kickback on books sold through this site.

SUMMARY
Perhaps the biggest change from last year to this year’s proposal is that SPJ is starting the year
from scratch. Last year, we started with $91,000 of restricted cash in our pockets. Therefore, we
had some very, very difficult decisions to make regarding our grant-funded programs.

However, as you will learn when we discuss our new initiative Training Place, we believe these
changes still allow SPJ to deliver top-notch programs to the journalism masses. We will simply
be more effective and efficient in how we deliver those.
## Proposed Budget

**Society of Professional Journalists**

**FY 2012**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Proposed Budget FY 2012</th>
<th>Adopted Budget FY 2011</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions/Grants</td>
<td>$484,926.44</td>
<td>$475,183.38</td>
<td>$9,743.06</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$411,044.00</td>
<td>$408,030.00</td>
<td>$3,014.00</td>
</tr>
<tr>
<td>Advertising Revenue</td>
<td>$84,500.00</td>
<td>$83,000.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>$8,500.00</td>
<td>$15,245.00</td>
<td>($6,745.00)</td>
</tr>
<tr>
<td>Internet/Dividends</td>
<td>$1,413.69</td>
<td>$2,172.00</td>
<td>($758.31)</td>
</tr>
<tr>
<td>Subscriptions Revenue</td>
<td>$20,096.00</td>
<td>$21,721.00</td>
<td>($1,625.00)</td>
</tr>
<tr>
<td>Awards Revenue</td>
<td>$170,657.00</td>
<td>$177,267.00</td>
<td>($6,610.00)</td>
</tr>
<tr>
<td>Registration Fees</td>
<td>$163,040.00</td>
<td>$168,850.00</td>
<td>($5,810.00)</td>
</tr>
<tr>
<td>Royalties/Membership Benefits/Supplementary</td>
<td>$23,072.22</td>
<td>$15,503.00</td>
<td>$7,569.22</td>
</tr>
<tr>
<td>SDX Foundation Management</td>
<td>$177,327.83</td>
<td>$162,580.83</td>
<td>$14,747.00</td>
</tr>
</tbody>
</table>

**Total Revenue**

$1,535,124.82  $1,520,602.21  ($14,522.61)  $14,521.61

**Expenditures**

| Salaries                                      | $647,048.36             | $637,665.38             | $9,383.01|
| Payroll Taxes                                 | $45,545.70              | $45,704.35              | $1,158.65|
| Health Insurance                              | $86,665.28              | $77,257.49              | $9,407.80|
| 401k Match                                    | $23,638.19              | $27,267.83              | ($3,629.64)|
| Employee Education/Training                   | $4,200.00               | $2,600.00               | $1,600.00|
| Payroll Related Charges                       | $7,850.00               | $5,454.00               | $2,396.00|
| Workers Compensation Insurance                | $1,680.40               | $1,555.55               | ($124.85)|
| Liability Insurance                           | $14,000.00              | $15,453.80              | ($1,453.80)|
| Property Taxes                                | $18,139.00              | $20,234.48              | ($2,095.48)|
| Utilities                                     | $6,219.00               | $6,250.00               | ($31.00)|
| Telephone                                     | $9,829.32               | $8,929.32               | ($900.00)|
| Building Maintenance                          | $24,000.00              | $20,470.00              | $3,530.00|
| Capital Improvements                          | $18,300.00              | $10,050.00              | $8,250.00|
| Board Related Expenditures                    | $80,500.00              | $51,000.00              | $29,500.00|
| Equipment Rental                              | $9,870.00               | $8,871.60               | ($1,998.40)|
| Software Maintenance/Upgrades                 | $15,013.00              | $10,000.00              | ($5,013.00)|
| Internet Connectivity                         | $14,750.00              | $14,450.00              | ($300.00)|
| Website Expense/Maintenance                   | $11,846.00              | $12,220.00              | ($374.00)|
| Computer Services/Consulting/Maintenance      | $18,350.00              | $24,750.00              | ($6,400.00)|
| Auditing/Accounting Fees                      | $18,500.00              | $18,900.00              | ($400.00)|
| Legal Fees                                    | $8,000.00               | $6,000.00               | ($2,000.00)|
| Office Supplies                               | $6,000.00               | $5,112.00               | $888.00|
| Postage/Shipping                              | $59,118.10              | $44,296.42              | $14,821.68|
| Pensing                                       | $74,911.82              | $66,700.46              | $8,211.36|
| Employment Recruiting                         | $1,000.00               | $1,000.00               | $0.00|
| Dues and Subscriptions                        | $5,228.00               | $5,620.00               | ($392.00)|
| Employee Travel/Meals                         | $32,429.00              | $36,411.00              | ($4,082.00)|
| Merchant Fees/Credit Card Processing          | $22,003.00              | $22,000.00              | ($3.00)|
| Investment Account Fees/Banking Fees          | $500.00                 | $500.00                 | $0.00|
| Consulting/Commissions                        | $16,000.00              | $17,500.00              | ($1,500.00)|
| 401(k)/POP Related Charges                   | $3,000.00               | $3,000.00               | $0.00|
| Contributions/Grants/Awards                   | $33,609.00              | $42,148.00              | ($8,539.00)|
| Miscellaneous Expense                        | $4,110.00               | $2,799.00               | $1,311.00|
| Outsides Services                             | $61,203.50              | $104,428.00             | ($43,224.50)|
| Events, Meals and Banquets                    | $83,833.60              | $127,343.65             | ($43,510.00)|
| Facilities Rental                             | $39,289.00              | $36,504.00              | ($2,785.00)|
| Marketing                                     | $17,210.00              | $21,300.00              | ($4,090.00)|
| Free Lance Isbor                              | $22,848.00              | $20,850.00              | $1,998.00|
| Participant/Speaker Travel                    | $75,076.00              | $79,848.00              | ($4,772.00)|

**Total Expenses**

$1,631,516.37  $1,604,748.18  ($7,768.19)  ($73,432.61)

**Net Change in Assets**

$3,808.46  $(84,145.90)  $87,954.46

**Cash on Hand from Previous Year**

$-  $91,360.00  ($91,360.00)

**Net Change in Assets**

$3,808.46  $7,214.04  $(3,405.59)
VARIANCE REPORT

Below is an explanation of some of the significant revenue and expense variations between the proposed Fiscal Year 2012 budget and the approved Fiscal Year 2011 budget.

REVENUE

CONTRIBUTIONS/GRANTS
We are simply asking for more from the Sigma Delta Chi Foundation.

MERCHANDISE SALES
The figures in this budget are based on last-year's actual costs. The variance is attributed to fewer SDX Awards banquet tickets and additional plaques. Because there also were expenses associated with this revenue, there is a negligible effect on the bottom line.

SUBSCRIPTIONS
Decline in Quill subscriptions and moved Collegiate Institutional Memberships from this category, where it had been in the past.

REGISTRATION FEES
Result of doing only one Reporter's Institute.

ROYALTIES/MEMBERSHIP BENEFITS/SUPPLEMENTARY
This increase is the result of a room rebate negotiated for Convention 2011. We did not budget for this with the Vegas convention.

CONTRIBUTIONS/GRANTS
SDX Management is now paying its portion of legal fees. Also includes a $4K increase in personnel costs.

EXPENSES

SALARIES
This includes a projected 4 percent raise, but eliminates $12,000 related to a part-time salary for JournalismTraining.org.

HEALTH INSURANCE
A projected 15 percent increase, based on an estimate from our insurance agent. Also accounted for only those participating in the program.

401K MATCH
Prior year, like health insurance, we assumed 100 percent participation. This year we budgeted more accurately.

PAYROLL RELATED CHARGES
Combined 401K from below (401K/POR Related Charges).

PROPERTY TAXES
Assuming we will not be required to pay property taxes in 2012.
UTILITIES
By and large, this is a result of our new energy-efficient boiler. During the coldest months, we saved about 50 percent on our heating bill.

CAPITAL IMPROVEMENTS
Includes $10K for carpet/painting. Also includes improvements to the online awards platform. This helped decrease “outside services.”

SOFTWARE MAINTENANCE/UPGRADES
Includes $12,000 for one year of database maintenance fees. Three-year subscription expires July 31, 2011.

COMPUTER SERVICES/CONSULTING/MAINTENANCE
Removed Vocus subscription from technology budget and moved it to marketing line.

LEGAL FEES
Combination of two things: Expected increase in fees and SDX paying its share.

POSTAGE/SHIPPING
Largely due to in-house monthly invoicing. And, of course, another postal increase.

PRINTING
Largely due to in-house monthly invoicing. And, of course, another paper increase for Quill.

EMPLOYEE TRAVEL/MEALS
Based on actual. Now using credit card points as much as possible for staff travel.

CONTRIBUTIONS/GRAINS/AWARDS
Have run out of “left-over” grant money, so will have less to give away to local chapters.

MISCELLANEOUS EXPENSE
Increase because of mobile app for Convention 2011.

OUTSIDE SERVICES
Decrease is for several reasons. Mainly: moving awards platform upgrades to “capital improvements,” move to in-house invoicing, savings on convention costs by partnering with RTDNA.

EVENTS, MEALS, BANQUETS
One less Reporter’s Institute, saving $7,500; No Media Credibility grants being awarded, which accounted for $25,000 last year.

MARKETING COSTS
Added Vocus, but still projected a decrease because last year’s budget included $10K for the Public Outreach Committee.

PARTICIPANT/SPEAKER TRAVEL
Result of doing only one Reporter’s Institute.
## Contributions/Grants/Sponsorships

<table>
<thead>
<tr>
<th>Description</th>
<th>2012 Budget</th>
<th>2011 Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorships - Convention</td>
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<td>SDX Grant Mark of Excellence</td>
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## Membership Dues

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<td>Professional</td>
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<td>Associate</td>
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<td>$ 5,010.00</td>
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## Advertising Revenue

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<th>2011 Budget</th>
<th>Variance</th>
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<td>Quill</td>
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<td>Convention</td>
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<td>Electronic</td>
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## Merchandise Sales

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<td>$ 8,550.00</td>
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## Interest/Dividends

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<th>2012 Budget</th>
<th>2011 Budget</th>
<th>Variance</th>
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<tr>
<td>$ 1,443.31</td>
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## Subscription Revenue

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<th>2012 Budget</th>
<th>2011 Budget</th>
<th>Variance</th>
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<tbody>
<tr>
<td>Quill</td>
<td>$ 20,099.00</td>
<td>$ 22,622.00</td>
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<td><strong>Total</strong></td>
<td>$ 20,099.00</td>
<td>$ 22,622.00</td>
<td>$ (2,523.00)</td>
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## Awards Revenue

<table>
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<tr>
<th>Description</th>
<th>2012 Budget</th>
<th>2011 Budget</th>
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<td>MOE Awards</td>
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<td>SDX Awards</td>
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<td>New American Award</td>
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<td><strong>Total</strong></td>
<td>$ 179,557.00</td>
<td>$ 177,257.00</td>
<td>$ 2,300.00</td>
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<td></td>
<td>2012 Budget</td>
<td>2011 Budget</td>
<td>Variance</td>
</tr>
<tr>
<td>--------------------------------</td>
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<tr>
<td><strong>Revenue Variance Analysis</strong></td>
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<td>Convention</td>
<td>$114,260.00</td>
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<td>Training Place Workshops</td>
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<td>$21,450.00</td>
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<td>Narrative Writing Workshops</td>
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<td>Newroom Training</td>
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<td>Scrips Leadership</td>
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<td>$4,400.00</td>
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<td>Reporter's Institute</td>
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<td>Spring Conference Planning</td>
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<td><strong>Total</strong></td>
<td>$163,050.00</td>
<td>$168,850.00</td>
<td>$(5,800.00)</td>
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<td><strong>Royalties/Membership Benefits/Supplementary</strong></td>
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<td></td>
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<tr>
<td>Convention</td>
<td>$8,750.00</td>
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<td>$8,750.00</td>
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<tr>
<td>Quill</td>
<td>$1,875.22</td>
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<tr>
<td>Management</td>
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<td><strong>Total</strong></td>
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<td>$16,803.00</td>
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<tr>
<td>Convention is Estimated Room Rebates</td>
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<tr>
<td>SDX Foundation Management</td>
<td>$177,427.83</td>
<td>$162,590.83</td>
<td>$14,837.02</td>
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<tr>
<td>SDX Foundation Software/Supplies/Fees Associated Expenses</td>
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<td>$3,500.00</td>
<td>$1,500.00</td>
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<td>TRNA Fund Use</td>
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<td>$12,581.49</td>
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<td><strong>Total Difference in Budgeted Revenue</strong></td>
<td>$1,536,244.82</td>
<td>$1,520,603.21</td>
<td>$27,641.61</td>
</tr>
</tbody>
</table>
### Expense Breakdown

Budget composed of three major expense categories

**Personnel Costs:**

Includes salaries, health/disability insurance, payroll taxes, 401k matching. Joe sees salary and personnel changes.

401k match includes all current participating eligible employees.

**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:       | $ 703,697.55 | 45.96% |
| Direct Costs:          | $ 521,111.90 | 34.03% |
| Allocated Expenditures:| $ 306,505.02 | 20.02% |
| Total Expenditures     | $ 1,531,314.37| 100.00%|

### Income Breakdown:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Grants</td>
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<td>Contributions</td>
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<tr>
<td>Sponsorships</td>
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<tr>
<td>Quill Endowment Interest</td>
<td>$ 12,389.80</td>
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<tr>
<td>SDX Intern Sponsorship</td>
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<td>Membership Dues</td>
<td>$ 41,094.00</td>
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<td>Advertising Revenue</td>
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<td>Interest/Dividends</td>
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<td>Subscription Revenue</td>
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<td>Awards Revenue</td>
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<td>Registration Fees</td>
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<td>Previously Received Unused Grant</td>
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- 10 -
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<th>Budget</th>
<th>Training and</th>
<th>SDX</th>
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<td>Management and General</td>
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<td>FY2012</td>
<td>Development</td>
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Expenses

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Net Change in Assets

| Amount | $27,699,820 |
|--------| 24,227,870 |
| 254,198,280 | 192,158,880 |
| $126,980,000 | 3,808,450 |

Cash on Hand from Previous Years

| Amount | $27,699,820 |
|--------| 24,227,870 |
| 254,198,280 | 192,158,880 |
| $126,980,000 | 3,808,450 |
## Proposed Budget

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### Expenses

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### Total Expenses

- Total Budget: $210,840.70
- Total Income: $204,742.32
- Total Expenses: $204,742.32
- Net Change: $6,098.38

### Notes

- The above table provides a summary of the budget for FY 2012, detailing revenues, expenses, and net changes.
- Specific categories include contributions, grants, donations, membership dues, and various expenses such as books, payroll, and equipment.
- The budget is structured to show the breakdown of revenues and expenses, with a focus on maintaining a balanced financial position.
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<th>Proposed Budget</th>
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## Proposed Budget

### FY 2012

#### Revenue

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#### Expenses

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<td>401k/POP Related Charges</td>
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<tr>
<td>Contributions/Grants/Awards</td>
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#### Net Change in Assets

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<tr>
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<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>Merchandise Sales</td>
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<td>$0.00</td>
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<tr>
<td>Interest/Dividends</td>
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<td></td>
</tr>
<tr>
<td>Awards Revenue</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Registration Fees</td>
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<tr>
<td>Royalties/Membership Benefits/Supplementary</td>
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<table>
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<tr>
<td>Employment Recruiting</td>
<td>$ -</td>
</tr>
<tr>
<td>Dues and Subscriptions</td>
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</tr>
<tr>
<td>Employee Travel/Meals</td>
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</tr>
<tr>
<td>Merchant Fees/Credit Card Processing</td>
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<td>Investment Account Fees/Banking Fees</td>
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<td>Consulting/Honorariums/Commissions</td>
<td>$ -</td>
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<tr>
<td>401k/POP Related Charges</td>
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<tr>
<td>Contributions/Grants/Awards</td>
<td>$ -</td>
</tr>
<tr>
<td>Miscellaneous Expenses</td>
<td>$ -</td>
</tr>
<tr>
<td>Outside Services</td>
<td>$ -</td>
</tr>
<tr>
<td>Events, Meals and Banquets</td>
<td>$ -</td>
</tr>
<tr>
<td>Facilities Rental</td>
<td>$ -</td>
</tr>
<tr>
<td>Marketing</td>
<td>$ -</td>
</tr>
<tr>
<td>Free Lecture Costs</td>
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<tr>
<td>Participant Travel</td>
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</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 177,427.85</strong></td>
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| Net Change in Assets     | $ - | $(125,859.01) |
### Membership

#### Proposed Budget

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<th>Membership</th>
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<td>Interest/Dividends</td>
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<td>Subscriptions Revenue</td>
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<td>Awards Revenue</td>
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<td><strong>Total Revenue</strong></td>
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| **Expenses** | |
| Salaries | $59,837.75 |
| Payroll Taxes | $5,088.59 |
| Health Insurance | $16,465.31 |
| 401k Match | $2,972.72 |
| Employee Education/Training | $326.16 |
| Payroll Related Charges | $969.58 |
| Workers Compensation Insurance | $189.58 |
| GDP Insurance Policy | $1,531.42 |
| Property Taxes | $- |
| Utilities | $1,835.58 |
| Telephone | $1,049.56 |
| Building Maintenance | $2,397.04 |
| Capital Improvements | $- |
| Board Related Expenditures | $5,532.64 |
| Equipment Rental | $1,079.01 |
| Software Maintenance/Upgrades | $1,958.71 |
| Internet Connectivity | $1,161.45 |
| Website Expenses/Maintenance | $762.79 |
| Computer Services/Consulting/Maintenance | $1,570.74 |
| Audit/Accounting Fees | $1,004.62 |
| Legal Fees | $6,244.21 |
| Office Supplies | $505.87 |
| Postage/Shipping | $9,419.20 |
| Printing | $6,165.73 |
| Employment Recruiting | $106.38 |
| Dues and Subscriptions | $550.38 |
| Employee Travel/Meals | $4,462.01 |
| Merchant Fees/Credit Card Processing | $2,496.42 |
| Investment Account Fees/Banking Fees | $54.69 |
| Consulting/Honorary/Commissions | $- |
| 401k/403b Related Charges | $- |
| Contributions/Grants/Awards | $- |
| Miscellaneous Expense | $30.28 |
| Outside Services | $6,887.56 |
| Events, Meals and Banquets | $218.77 |
| Facilities Rental | $- |
| Marketing | $980.97 |
| Free Luncheon/Events | $- |
| Participant Travel | $- |
| **Total Expenses** | **$138,746.71** |
| **Net Change In Assets** | **$295,198.29** |
MEMORANDUM

DATE: April 17, 2011
FROM: Steve Geimann, SDX Foundation President
SUBJ: President’s report
FOR: SPJ and SDX Foundation Board of Directors

PROJECTS COMMITTEE

A committee is being created among members of the Foundation board to help us, and SPJ, in the development of programs. I asked former Foundation President Todd Gillman, a SPJ Region 8 director and Washington bureau chief for the Dallas Morning News, to lead the new PROJECTS committee.

The group includes Foundation directors Bill Ketter, vice president for news for Community Newspaper Holdings Inc. and former SPJ Region 1 director; Dave Aeikens, a reporter for the St. Cloud Times in Minnesota SPJ president 2008-09; and Sally Lehrman, Knight-Ridder/San Jose Mercury News Chair in Journalism at Santa Clara University in California and former SPJ at-large director; and includes SPJ President-elect Darcie Lunsford, a reporter at the South Florida News Journal, and SPJ Region 10 Director Dana Neuts, a freelance writer, editor.

The committee should kick around ideas, consider the needs of the industry, of our members and other professional journalists, and offer the board a concept for funding.

Former SDX President Paul McMasters had a similar idea a decade ago. Now may be the time for the board to get more involved on projects. I look forward to the committee’s work.

BUDGET, FINANCE

Treasurer Howard Dubin conducted a telephone conference call with the finance committee in February to review and recommend a budget for the 2012 fiscal year.

The phone call will become part of the committee’s work, to help the executive director square away the Foundation’s needs, and resources, as he plans the budget for SPJ.

FUNDRAISING

Donations to the biggest charities fell 11 percent last year, the steepest decline in two decades, the Chronicle of Philanthropy reported in its Philanthropy 400 ranking. Fears of the economy sliding back into recession and uncertainty about tax rules combined to shrink big giving, the publication said in March.

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Total private foundations and charities such as the SDX Foundation surged 4.3 percent to 1.24 million in 2009 from the previous year, according to the Internal Revenue Service. Entities designed as 501(c)(3) have almost doubled since 1996, when the IRS counted about 654,000.

INDUSTRY DEVELOPMENTS
The transformation continues as revenue trends remain unchanged. Total advertising rose 6.5 percent last year to $131.1 billion, Kantar Media said in mid March. TV-ad spending rose 10 percent as politicians campaigned, soccer’s World Cup drew record viewers and car companies and banks increased budgets after the recession. Magazine ad spending climbed 2.9 percent, helped by a 3.3 percent increase in consumer publications. Newspaper ads declined 3.5 percent, with local newspapers falling 4.6 percent. Local newspaper spending has declined for 21 straight quarters, Kantar said.

Online readership and advertising may surpass totals for print this year. The State of the News Media, from the Pew Research Center’s Project for Excellence in Journalism, also said 46 percent of Americans surveyed said they get news online at least three times a week, more than the 40 percent who get their news from newspapers.

The possible sale of Freedom Communications Inc., owner of the Orange County Register and 100 U.S. newspapers, may trigger cost-cutting consolidation among publications in regional markets, the Los Angeles Times said March 12. Freedom is seeking bids for all or parts of the company, which emerged from bankruptcy protection last year. Suitors may include Tribune Co., which owns the Times, KTLA-TV and other media properties, and MediaNews Group Inc. of Denver, which owns the Daily News/Los Angeles and the Press-Telegram in Long Beach.

U.S. newspaper circulation declines slowed in the six months through September after the New York Times, USA Today and Los Angeles Times lost a smaller percentage of readers. Average daily circulation for 635 newspapers fell 5 percent from a year earlier, according to the Audit Bureau of Circulations. “Things are getting worse at a somewhat slower rate,” John Morton said in an interview with Bloomberg News.

The National Weather Association has seen a 10 percent drop in membership renewals to about 2,700 in 2010 from 3,000 in 2006, Executive Director Stephen Harned told Bloomberg Businessweek. The decline reflects fewer meteorologists working on television, at a time marked by extreme weather.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 14, 2011
CONFERENCE CALL

MEETING CALLED TO ORDER
With President Hagit Limor presiding, the board of directors of the Society of Professional Journalists was called to order at 3:03 p.m. on Friday, January 14, 2011 via conference call.

ROLL CALL
In addition to Limor, the following were present: President-Elect Darcie Lunsford; Secretary-Treasurer John Ensslin; Immediate Past President Kevin Smith; Vice President, Campus Chapter Affairs Neil Ralston; Region 1 Director Luther Turmelie; Region 2 Director Brian Ecket; Region 3 Director Jenn Rowell; Region 4 Director James Pilcher; Region 5 Director Liz Hansen; Region 6 Director Amanda Theisen; Region 7 Director Kelsey Volkman; Region 8 Director Scott Cooper; Region 9 Director Donald Meyers; Region 10 Director Dana Neuts; Region 11 Director Jodi Cleasattle; Region 12 Director Sonny Albarado; At-Large Director Lauren Bartlett; At-Large Director Bill McCloskey; Campus Adviser At-Large George Daniels; Campus Adviser At-Large Kym Fox; Student Representative Tara Puckey.

Others on the call were SDX Foundation President Steve Geimann.

Staff members on the call were Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Director of Communications Scott Leadingham and Communications Coordinator Andrew Scott.

EXPLANATION OF EXECUTIVE COMMITTEE RECOMMENDATION
President Limor opened by saying the executive committee had listened to the request of regional directors to bring this issue before the full board of directors. She asked McCloskey to explain the recommendation made by the executive committee on January 8 to retire the Helen Thomas Lifetime Achievement Award and send the recommendation to the board of directors for consideration within 10 days.

McCloskey provided that explanation.

Limor asked if there were any motions.

McCloskey made a motion that the board of directors support the recommendation of the executive committee that the Helen Thomas Award for Lifetime Achievement be retired. Lunsford seconded the motion.

DISCUSSION OF THE MOTION
McCloskey explained his motion and said he believes that SPJ should continue to honor Helen Thomas and that he defends her right to free speech. But he agrees SPJ should not be further associated with the remarks she made and that is why he made the motion.

Smith said this issue isn’t about free speech only. He said like parents, the board acts as guardians and by silence the board would be affirming her remarks. He said the solution is simple.
Lunsford said the executive committee discussed for a long time and that this was a compromise. To continue to honor Thomas by having her be the namesake on the award would be distracting. If this were just about honoring Helen Thomas, we'd give her an award every year, but SPJ honors someone else every year.

Ralston said he thinks retiring the award is no better than removing her name and that both actions are punitive.

Puckey asked if there was a consensus from past recipients. No one was aware of a feeling one way or the other from past recipients.

Daniels, Fox and Turmelle yielded the floor.

Eckert said Thomas is from his region and he is not persuaded that she did anything other than speak her mind on international relations. He also believes the action proposed is punitive.

Rowell said that in the future, if SPJ is to give new awards, perhaps they shouldn’t be named after living people.

Pilcher said this is a practical issue and that SPJ is “damned if we do, damned if we don’t.” He said this compromise is the best route of any proposed.

Theisen said both sides in this debate have very valid points and she was torn on how to vote.

Volkmann said renaming or retiring the award would be caving to pressure from outside.

Cooper said he spoke to chapters in his region and they feel doing anything other than keeping the award as-is in Thomas’ name is inappropriate and a violation of free speech principles upheld by SPJ.

**Meyers indicated that he would like to make a substitute motion.**

A brief discussion ensued about the proper procedure for making substitute motions while another motion was already on the floor. McCloskey, acting as parliamentarian, indicated it was entirely appropriate to do so.

**Meyers proposed a motion to continue presentation of the Helen Thomas Lifetime Achievement Award but to make a statement saying the award is for her decades of journalism service and indicating the board does not endorse her statement about Israel. Cleesattle seconded the motion.**

Discussion continued from remaining board members on both motions.

Neuts yielded the floor.

Cleesattle said she is against retiring the award since it is for Thomas' work as a reporter. She agreed with those who say retiring the award will not end the controversy.

Bartlett said she strongly urged support for the original motion to retire the award.

Limor said she has refrained from pushing through any objective and reiterated that SPJ is a First Amendment organization and that no one is saying Helen Thomas can't state her opinions, nor is SPJ
taking away her award from 2000. But she said continuing the award would bring up controversy every year when it’s advertised for nominations and given out.

A brief discussion ensued about the procedure for voting on the original and substitute motion. It was determined that the substitute motion to continue the award in Thomas’ name must be considered first.

**Vote on Meyers’ substitute motion:**

The motion failed 7-14.

A discussion ensued about whether discussion needed to continue on the original motion or if other motions could be considered. It was determined that the board could Call the Question to limit debate and consider the original motion.

**Vote on whether to Call the Question and bring forth the original motion:**

The board voted 14-7 to Call the Question and bring forth the original motion to a vote.

**Vote on McCloskey motion, seconded by Lunsford, to retire the Helen Thomas Award for Lifetime Achievement:**

The motion carried 14-7.

Meyers requested that in making his vote (against retiring the award) he attach this explanation: That by doing this action to retire the award, SPJ is violating its own code of ethics to act independently.

Cleesattle made a motion to recommend to future boards of directors to never again offer a lifetime achievement award. Meyers seconded the motion.

The motion failed 7-14.

**MEETING ADJOURNED**
Upon proper motion and second by Smith and Lunsford, respectively, the meeting adjourned at 3:50 p.m. ET, January 14, 2011.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCT. 6, 2010
LAS VEGAS, NEVADA
PLANET HOLLYWOOD HOTEL

MEETING CALLED TO ORDER
With President Hagit Limor presiding, the meeting was called to order at 9:02 a.m. on Wednesday, Oct. 6, 2010, at the Planet Hollywood Hotel.

Roll Call
In addition to Limor, the following were present: Immediate Past President Kevin Smith; President-Elect Darcie Lunsford; Secretary-Treasurer John Ensslin; Vice President for Campus Chapter Affairs Neil Ralston; Directors at-Large Bill McCloskey and Lauren Bartlett; Campus Advisers at-Large George Daniels and Kym Fox; Student Representative Tara Pickel; Regional Directors Luther Turmelle, Brian Eckert, Jenn Rowell, James Pilcher, Liz Hansen, Amanda Theisen, Kelsey Volkman, Scott Cooper, Donald Meyers, Dana Neuts, Jodi Cleesattle and Sonny Albarado.

Staff members present were Executive Director Joe Skeel, Associate Executive Director Chris Vachon and Director of Communications Scott Leadingham.

Introduction of Board Members
Board members introduced themselves, and newly elected members told of their background in and out of SPJ.

EXECUTIVE COMMITTEE SELECTION
Upon proper motion and second by Cooper and Ralston, respectively, the board approved the nomination of Albarado and McCloskey to serve as at-large members on the SPJ Executive Committee.

APPOINTMENTS TO THE SIGMA DELTA CHI FOUNDATION BOARD OF DIRECTORS
Hagit Limor announced the following were appointed to the SDX Foundation board of directors: Smith, Limor, Lunsford, Ensslin, Eckert, Hansen, Theisen, Neuts, Cleesattle and Bartlett.

RATIFICATION OF THE SIGMA DELTA CHI FOUNDATION BOARD ELECTIONS
Limor announced the slate of candidates that were elected the day before by the SDX Foundation board. The slate included: Steve Geimann, Dave Carlson, Al Cross, Howard Dubin, Hoag Levins, Russ Pulliam and Dave Aikens

Upon proper motion and second by Smith and Ralston, respectively, the board ratified the elections of the SDX Foundation board of directors.
COMMITTEE UPDATE
President Limor announced the committee chairpersons for all SPJ committees and shared a roster of all committee members. Daniels asked if bios should be included on the SPJ website for all committee members. Limor said she would like that and encourage it, but not require it.

Limor said she is asking the Bylaws Committee to produce – ideally by April 2011 – a recommendation on how to proceed or not proceed with a potential bylaws change to allow a one person, one vote system.

The Public Outreach Committee will take a hiatus this year and explore options for securing funding for outreach efforts in the future.

Limor also announced appointments to the Finance Committee.

Upon proper motion and second by Lunsford and Smith, respectively, the board ratified the at-large Finance Committee appointments of Albarado and McCloskey.

INTRODUCTION OF THE 2010 DIVERSITY FELLOWS
The Diversity Leadership Fellows for the 2010 Convention were introduced. Daniels explained the importance of the program and how it works at the convention and beyond. The 2010 fellows are Rumana Hussain, Paula Pant, Jigsha Desai, Nicole Livas, Amber Stearns and Reginald Ragland.

CONFLICT OF INTEREST POLICY
Skeel discussed the conflict of interest policy and the importance of understanding and agreeing to it. He asked board members to sign a copy of the policy to keep on file.

NEW BUSINESS
Albarado was re-elected as the regional director caucus chairman at an earlier meeting. He presented issues of importance concern on behalf of the regional directors.

The regional directors are concerned about a practice to not allow board of director candidates at regional meetings. He said it is an issue that may need to be addressed at this meeting or at the April board meeting. Enslen suggested a time for board of directors candidates to have a town hall-style meeting at the convention.

Smith said he is unaware of a prohibition policy. President Limor suggested any such policies be reviewed with staff and then make a formal recommendation at the next board meeting.

Albarado continued with the regional director issues, saying the April 25th date for filing campus chapter reports may need to be changed, possibly to mid-May or the same time as pro chapter reports in June. Ralston said that a deadline is a deadline, but that doesn’t mean the report needs to be filed and written on that deadline.
Albarado also said that a number of people have said members don't have a clear understanding of how money is and is not spent, and more detailed financial and budgetary information could be published in Quill or elsewhere.

Finally, Albarado reported that there is a concern about the way committee appointments are handled, and the regional directors feel there is a need to change the way board members are informed of new committee appointments. Smith suggested that those who are talking about these issues get together and figure out what, if any, changes they are actually seeking.

Albarado thanked Limor for opening the discussion on this topic and said the idea of changing bylaws on this issue is not a way he thinks the discussion should go.

THANKING KEVIN SMITH
President Limor formally thanked Smith for his leadership as SPJ president over the preceding year.

BOARD TRAINING AND LEGISLATIVE UPDATE
Baker Hostetler attorney Laurie Babinski provided board training on fiduciary responsibilities, general responsibilities of a board member and outlined conflicts of interests. She also provided an update on legislation SPJ is tracking and paying close attention to at the federal level.

LEGAL DEFENSE FUND AUCTION
It was announced that the live and silent auctions for the Legal Defense Fund raised about $8,000.

ADJOURNMENT
Upon proper motion and second by Cooper and McCloskey, respectively, the meeting was adjourned at 11:16 a.m., Oct. 6.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
OCTOBER 3, 2010
LAS VEGAS, NEVADA
PLANET HOLLYWOOD HOTEL

MEETING CALLED TO ORDER
With President Kevin Smith 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, October 3, 2010, at the Planet Hollywood Hotel.

ROLL CALL
In addition to Smith, the following were present: Immediate Past President Dave Aeikens; President-Elect Hagit Limor; Secretary-Treasurer Darcie Lunsford; Vice President for Campus Chapter Affairs Neil Ralston; Director at-Large Bill McCloskey; Campus Advisers at-Large Sue Kopen Katcif and George Daniels; Student Representative Tara Puckey; Regional Directors Luther Turnelle, Brian Eckert, Jenn Rowell, Jeremy Steele, Liz Hansen, Amanda Theisen, Holly Edgell, Scott Cooper, John Ensslin, Jodi Cleesattle, Dana Neuts and Sonny Albarado.

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

Others in attendance were SDX Foundation President Steve Grimm; SDX Foundation Vice President Robert Leger; SDX Foundation Secretary Irwin Gratz; SDX Foundation Board member Dave Carlson; FOI Committee Chairman Dave Cuillier and several representatives from RTDNA.

MEETING MINUTES APPROVED
Upon proper motion and second by Aeikens and Neuts, respectively, the board approved the minutes from the April 17, 2010 board of directors meeting.

PRESIDENT’S REPORT
President Smith first acknowledged the work of the SPJ committees and recommended that people take time to read the committee reports in the board meeting packet.

Next, Smith discussed the shield law. He recommends, looking forward, that SPJ put forth as much effort as possible in the way of support for the bill and directs it at the senate in the next two months to facilitate its passage. During Smith’s tenure, he hand-delivered two letters to senators; blogged on the issue three times; wrote two guest editorials; was interviewed 27 times and signed off on five press releases.

As for the discussions on the future of journalism, Smith attended four conferences on the topic and feels little has transpired from these conferences that warrants SPJ’s involvement at this time. Perhaps the next discussions need to focus on the consequences of these leaner newsrooms and the impact is has on news.
SPJ welcomed its first, official international chapter: Northwestern University – Qatar. Also on the international front, Smith has been interviewed by journalists from eight different countries.

Finally, Smith summarized his 13-month term in the following way:
- 33 trips: Two countries, 16 states, 14 college campuses
- 88 interviews, 17 speeches, 12 newsroom meetings, 15 President’s blogs
- 12, 456 emails, 3,887 Google Alerts, 485 text messages

REPORT OF THE SDX FOUNDATION PRESIDENT
Steve Geimann reported that the Foundation resumed the $75,000 Pulliam Editorial Fellowship this year and 21 applications were received. Jim Dwyer, a 30-year newspaperman, Pulitzer Prize winner at Newsday and the “About New York” columnist at the New York Times, plans to investigate the Internet as both a tool for the powerless and powerful.

Financially, the Foundation’s endowment is up modestly and fundraising efforts continue to bear fruit. Through several different fundraising efforts, $44,000 was raised during the last fiscal year.

REPORT OF THE ACEJMC
Steve Geimann joined the Accrediting Council for Education in Journalism and Mass Communications on behalf of SPJ in 1997. He provided a report informing the board about the Council’s accrediting decisions in 2010.

Geimann is a member of ACEJMC’s strategic planning committee. The Council is wrestling with issues after six associations withdrew from the Council. Additionally, the Council has operated in a deficit for several years. Geimann recommends that SPJ monitor these strategic discussions.

REPORT OF THE EXECUTIVE DIRECTOR
Executive Director Joe Skeel reported that membership is on par with 2009; we are gaining ground and trending up. Financially, SPJ ended the year with a $34,000 budget surplus.

Skeel provided a brief overview of all the professional development being provided to journalists from headquarters. Along with our usual offerings of Narrative Writing Workshops, the Newsroom Training Programs, the Reporters Institute and the Scripps Howard Leadership Institute, SPJ is launching an online training portal called eCampus and the first addition to the portal are On Demand training vignettes.

As far as communications are concerned, this year saw an increase in our reach through social media. As of mid-September, SPJ’s Twitter account has 3,469 followers and SPJ’s Facebook fan page includes 3,089 “likes”. The Quill website has been expanded through an overhaul this year. And Quill online content is being expanded.

In the area of awards, an awards platform has been in development for about a year. It is an awards software product that will be sold to chapters and other journalism organizations. Award
entries for the SDX Awards program increased by 33 percent and the Mark of Excellence Awards program experienced a 1 percent decrease from last year.

Capital improvements have continued at headquarters. This fiscal year the boiler and heating unit were replaced and the parking lot was repaved.

SPJ.org launched a redesigned site this year and visitors and page views are up from last year.

2010 CONVENTION
Vachon provided a summary of convention numbers stating that registration numbers are up from the past two years for the 2010 convention. There are 750 people registered so far. Our room block is at 140 percent and the number of exhibitors is up from previous years as well as number of sponsors (and sponsorship dollars as well).

Vachon also updated the board on the Harper Scholarship recipients and the Diversity Leader Fellows recipients.

2011 CONVENTION
Vachon reported that the website for the New Orleans conference is already up and running. The Call for Programs is open and closes in early January 2011. Finally, she noted that RTDNA has two staff members and three volunteer leaders attending the Las Vegas in order for them to meet our folks and to see how our convention operates.

2012 CONVENTION
Vachon informed the board that she is waiting to hear from RTDNA as to when the announcement of the 2012 conference location can take place.

DISCUSSION ITEMS

TAKING SPJ INTERNATIONAL
The board discussed that research should be done to ensure the Society has strong legal footing before expanding outside of the U.S. borders. Skeel will discuss international efforts with representatives at SPJ’s council: Baker Hostetler before the spring board meeting.

ONLINE RADIO PROGRAM
Smith and Skeel shared that SPJ recently launched a new online radio program aimed at engaging new members. They explained the hope of expanding the radio programs once the kinks were worked out.

DUES DISCOUNTS/INSTALLMENT BILLING
The board discussed whether or not to continue offering a six-month waiver to current members, who lose their job, when their dues come up for renewal.

Upon proper motion and second by McCloskey and Limor, respectively, the board voted to extend the dues discount to April and the board will discuss at the April board meeting.
The board discussed the concept of installment billing for membership dues.

**HISTORY BOOK**
The board reviewed a memo from Dave Aeikens and Robert Leger, outlining their plans for the development of a history book. They sent a request for proposal to members of the Journalism Historians Association and have not received replies as of this meeting.

In the memo, they outlined printing options and the board discussed those options.

Upon proper motion and second by Albarado and Cooper, respectively, the board voted to accept the printing proposal of Marion Street Press fulfilling all orders, with SPJ receiving a 10 percent royalty. Members could buy the book at a discounted price. There would be no cost to SPJ. The book would be priced at $24.95 and would be a 200- to 250-page trade paperback.

**OLD/NEW BUSINESS**

**BYLAWS/BOARD’S ROLE AS JUDICIARY BODY**
Kevin Smith shared that Bylaws Committee chairman Bob Becker, who is an attorney, concluded the Society’s current national bylaws gives it the authority to act as a judiciary body in times of conflict within chapters.

**PROFESSIONAL STAR RANKING SYSTEM**
Region 4 Director Jeremy Steele recommended several actions related to the Graduated Professional Chapter Requirements (otherwise known as the star system).

Steele proposed changes that would:
- Require the financial review be completed with the annual report. A number of chapters are neglecting to complete this. It is SPJ’s only routine financial check on chapters and provides important information.
- Require 3-star chapters file their annual reports on time. Annual reports that are filed late create a paperwork nightmare. These reports traditionally have been put in a file without being rated as a result. These late reports should be rated if at all possible. This change essentially simplifies the scale for late reports to 1-star (doesn’t meet standards) or 2-star (does meet standards) to ease the burden of managing late reports.
- Slightly revise the membership recruitment language in 2-star and 1-star levels.
- Clarify the waiver process for chapters unable to attend the national convention or regional conference.
- Update the implementation section (which was not updated in the 2009 revisions).

Upon proper motion and second by Steele and Limor, respectively, the board voted to accept Steele’s recommended changes.

The second action recommend by Steele was to declare several chapters “on assistance,” “inactive,” or “on probation.”
Steele recommended the following chapters be placed on Step One: Assistance until the annual report deadline in 2011, when these chapters will again be evaluated. Headquarters should immediately notify these chapter presidents of this status and its consequences in writing:

Maine Pro Chapter
New England Pro Chapter
Maryland Pro Chapter
North Carolina Pro
Alabama Pro
Atlanta Pro Chapter
Pittsburgh Pro Chapter
Bluegrass Pro Chapter
Madison Pro Chapter
Milwaukee Pro Chapter
Iowa Pro
Kansas Pro Chapter
Houston Pro Chapter
San Antonio Pro Chapter
Farthest North Pro Chapter
Inland Northwest Pro Chapter
Montana Pro Chapter
Las Vegas Pro Chapter
So Cal Inland Pro Chapter
Greater Tri-Cities Pro Chapter
Mid-South Pro Chapter
Middle Tennessee Pro Chapter
Northwest Arkansas Pro Chapter

Steele recommended the following chapters be placed on Step Two: Probation. Headquarters should immediately notify these chapters' presidents of this status and its consequences in writing:

Greater Philadelphia Pro Chapter
Mid Florida Pro Chapter

Steele recommended that because the following chapters are not functioning and show little or no signs of resurgence they be declared Inactive. Headquarters should immediately notify these chapters' last known presidents of this status and its consequences in writing. Headquarters should immediately stop collecting local dues on behalf of these chapters. Any local dues that have not been distributed by national to the chapter shall become the property of the national organization and shall be held in a separate fund until such time that this board either releases them to the chapter upon returning to active status or appropriates them to another activity:

Cardinal States Pro Chapter
Southern Arizona Pro Chapter
Northeast Mississippi Pro Chapter
Lastly, the Eastern Oklahoma Pro Chapter no longer exists. It was folded some time ago into the Oklahoma Pro Chapter, yet remained in SPJ's chapter database with a small number of members attached to it. Therefore, I recommend its charter be revoked and its members and any local dues held by SPJ be assigned to the Oklahoma Pro Chapter.

Upon proper motion and second by Steele and Turmelle, respectively, the board voted to accept Steele's recommendations for taking chapter action.

CAMPUS STAR RANKING SYSTEM
Vice President Campus Chapter Affairs Neil Ralston recommended changes to the Graduated Student Chapter Requirements (otherwise known as the star system) that currently in effect and posted on the SPJ website.

In general, the proposal reflects three changes:
1) It brings the star-system requirements more in line with the recent changes made to the professional chapter requirements.
2) It includes a rewards system similar to the one for professional chapters.
3) It provides for clarifications regarding the selection of best chapters in each region and nationally.

Upon proper motion and second by Ralston and Steele, respectively, the board voted to adopt Ralston's recommended changes.

EXECUTIVE DIRECTOR EVALUATION
Smith shared with the board that Skeel's evaluation was conducted the day before the meeting. In lieu of a pay increase, Skeel requested an extra week of vacation – allowing him to use money budgeted for his increase for fellow staff pay increases.

Upon proper motion and second by McCloskey and Limor, respectively, the board voted to grant Skeel five weeks of vacation each year.

ADJOURNMENT
Upon proper motion and second by McCloskey and Cooper, respectively, the meeting adjourned at 12:25 p.m., Oct. 3, 2010.
MEMORANDUM

DATE: April 16, 2011
FROM: Joe Skeel and Linda Hall
SUBJ: Chapter Action
FOR: SPJ Board of Directors

Below is a list of chapters that require board action. Because the customary accompanying documentation for all the chapters would double the size of the board book, we have chosen not to include it. However, all required paperwork is in order. If you would like to see a copy of the documentation, Linda Hall can make that available to you.

We would also support any Regional Director wishing to share a comment about any of the chapters below.

PROVISIONAL TO CHARTERED
The following chapters were granted provisional status and have now been in operation for one year. Some on this list have already filed their annual report. However, the deadline to file isn’t until May 2. Any motion to approve chartered status for the following chapters should include “pending receipt of annual report.”

- College at Brockport
- DePaul University
- Harding University
- IUPUI
- Kennesaw State
- Northern Kentucky

SEEKING PROVISIONAL STATUS
- Roger Williams University – Bristol, R.I.
- Campbellsville University – Campbellsville, Ky. (satellite of Bluegrass Pro)
- McNeese State University – Lake Charles, La.
- Greater Charlotte Pro – Charlotte, N.C.
- Langston University – Langston, Okla.
- Bloomsburg University – Bloomsburg, Penn.

REACTIVATING (no action required, information purposes only)
- Texas Women’s University
- University of Memphis – Memphis
- Stephen F. Austin State University – Nacogdoches, Tx.
- San Diego State University – San Diego
- Atlanta Pro – Atlanta
MEMORANDUM

DATE: April 16, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Staff Report
FOR: SPJ and SDX Foundation Board of Directors

Customarily, this report highlights all the work staff has done (and will do) to move SPJ forward. For this memo, however, I have also included some highlights in which staff and volunteers walked side by side in an effort to elevate the Society.

In my time at SPJ, I can’t remember a time when there was more collaboration between staff and volunteers. We have learned to lean on volunteers a bit more. And it seems volunteers have been more open about reaching out to staff. It is my hope that this improving relationship will continue to blossom, allowing us to be the best that we can be.

To do most of what we want, however, SPJ must be financially stable. And I’m happy to report that we are. As of Jan. 31, SPJ was tracking about $35,000 ahead of budget, with about $209,000 of unrestricted cash. Of course, things change quickly, and we will have a much better idea of where we stand at the close of the third quarter (April 30).

In terms of membership, we were able to rebound from a two-month invoicing issue in November that set us back about $20,000. As of March 22, we had made up for that loss and even exceeded our revenue projections by 2 percent.

As you move through the remainder of this report, please keep in mind that each staffer contributed to it in some way. Like all the work we do at HQ, this was a total team effort. I can’t say enough about the hard work my co-workers put in to make SPJ a better organization.

MEMBERSHIP

As I mentioned above, we are back on track with our membership projections. For the first time in a long while, we are routinely surpassing the previous year’s membership count on our weekly statistical report. One of the reasons for this recent development is the work of Sarah Bauer and the Membership Committee — with the aid of Linda Hall.

Sarah and Linda worked to recruit about 30 volunteers to reach out to lapsed members. Although this started as a way to bring back folks who were lost because of the billing issue, the plan is to continue the practice. Of the eight or 10 folks reached by our volunteers, about half say they will
renew. If we did this for one year, and half actually did renew, that would lead to 1,800 more members.

Linda also provided support to Chapter Doctors Bill McCloskey and Lauren Bartlett as they worked on the dubious task of improving the online annual report form.

AWARDS
As most of you know, the Mark of Excellence and Sigma Delta Chi awards are two of the biggest unrestricted revenue streams SPJ has. Thanks to another year of great marketing efforts (and the second year of our new online platform), the awards exceeded budget expectations.

We received 3,958 Mark of Excellence entries, which is up 350 from last year. SDX entries were up 83, from 1,375 to 1,458. Combined, the awards exceeded budget expectations by $14,990. Total revenue from MOE was $62,810, from SDX it was $129,430.

We will, of course, continue to tweak the contests to make them the best they can be. Specifically, the Awards Committee (spearheaded by Ginny Frizzi) and Lauren will review current MOE categories to decide if some should be eliminated. For example, the two-year radio and television categories have received no entries over the past two years. It’s probably time to remove those.

On the revenue front, SPJ is working with our online platform developer to market the software to SPJ chapters and other journalism organizations. The product will work much like the system designed for SPJ HQ for the Mark of Excellence and Sigma Delta Chi Awards. The developer has reformatted the functionality of the original product so that the site’s text can be customized for the needs of individual contests. Categories, category descriptions, the frequently asked questions page, etc... are dynamic, so that any contest administer can control the system and make changes at any time.

The plan for 2011 is to release the product to a test group, and work out any bugs discovered during the test period before it is released to the general public. In August, Lauren and Joe will present the platform to executive directors and presidents attending the Council of National Journalism Organizations, which will take place during the AEJMC convention in St. Louis.

COMMUNICATION
Since the Las Vegas Convention, SPJ has distributed 20 news releases and statements, ranging from topics of journalism ethics (a “sting” phone call by The Buffalo Beast to Wisconsin Governor Scott Walker) to our joining amicus briefs in First Amendment cases. The topics that have garnered the most traditional and social media attention are those involving ethics, the Helen Thomas Award issue, and the recent Black Hole Award from the FOI Committee.
SPJ continues to grow in the use of Twitter and Facebook, not only as ways of distributing SPJ content and marketing programs, but by engaging members, potential members and anyone else interested. We feel this is a way to develop an “emotional bond” with our members, leading to fewer nonrenews.

Along those lines, SPJ recently launched an online radio program (at blogtalkradio.com) led by the Society’s Membership Committee (namely Holly Fisher). Not to be outdone, the Digital Media Committee (with efforts spearheaded by Mike Reilly) launched a weekly Twitter chat (#SPJchat) on Thursdays. Although staff helped a bit in getting them off the ground, they are now completely operated by the committee.

In other social media news, SPJ’s total “likes” on Facebook stand at 4,288 as of late March – a growth of about 1,350 since the Las Vegas convention. Nearly 800 – the highest number referred from a single source – have come through “liking” us on SPJ.org, which can be credited to increased social sharing functions added to the site in 2010. Twitter “followers” (5,530 as of late March) have generally followed pace.

We have actively tried to disassociate from the language of suggesting to people to “follow” or “like” us. Why? The terms are a bit laden with telling others that you’re in charge. News outlets interested in the idea of community engagement may want to take to heart the question, “Can you really engage a community by telling them to follow and like you?” That was a topic on an SPJ Works blog post. (See http://bit.ly/gxVk0P) One of the more popular engagement methods has been asking on Twitter and Facebook “What irks you about the news?” The responses, catalogued on Twitter under the #jpeceve hashtag, have been varied and insightful.

In the Quill world, we switched from two separate providers for print and digital editions to one. Bringing the print and digital editions under one printer/digital provider will result in a nearly $1,000 cost saving per issue.

SPJ.ORG/TECHNOLOGY
Although this section could fall under the Communications heading, we have broken out projects related solely to the website.

In the coming months, you will see new MOE and SDX awards showcases. In the past, we have not shared complete work on the Web. Although it is fairly labor intensive, we believe the effort will pay off by adding prestige to the contest, and by serving as a resource/inspiration to our members.

Furthermore, we will be adding more online tutorial vignettes to the redesigned training page. And we hope to launch our much-awaited (by me anyway) YouTube page of kick-ass journalism related stuff.

The following have also been added/updated in the past few months: A page of downloadable resources for chapter leaders (www.spi.org/dlr.asp) thanks to Tony Peterson and Fisher; a page that highlights our collegiate institutional members
PROFESSIONAL DEVELOPMENT
Like other staffers at SPJ, Chris Vachon and Heather Porter have worked very closely with volunteers over the past few months so that we can present top-notch training to journalists across the country.

Most recently, Heather worked with Kelsey Volkman and Luther Turmelle to produce spring conferences for Regions 1 and 7. She also worked with Generation J Committee Chairwoman Lynn Walsh to revive SPJ’s mentor program on Facebook.

And, of course, we continued to conduct Narrative Writing Workshops (with Tom Hallman) and Newsroom Training programs around the country, both of which require volunteer support.

Chris spearheaded another round of taping for our ever-expanding onDemand eCampus series. Joining us in that effort were Dana Neuts, Dave Cuillier and Professional Development Committee Chairwoman Deb Wenger.

We also spread our wings a bit in March when we partnered with KnowledgeWebb to conduct a webinar. And by “partnered,” I mean they did all the work and we promoted it. That resulted in 180 registrations. The program itself – Mobile Reporting Tools – contained lots of SPJ publicity. This is just one example of how we are always working to partner with other entities, leading to extra benefits for our members.

CAPITAL IMPROVEMENTS
SPJ is now in its third year of a capital improvement project spearheaded by the temporary Capital Improvement Committee and chairman McCloskey. Over the past three years, thanks to the generosity of the SDX Foundation, HQ has received a new roof, a new boiler, exterior paint, repaired parking lot and landscaping. On tap for the coming fiscal year: interior paint and new carpet (in that order).

These upgrades, we feel, will allow the Society to move forward with the long-talked-about concept of leasing the second floor – potentially generating an extra $35,000 of unrestricted revenue per year. This is a perfect example of how committee work can lead directly to SPJ’s bottom line.

Once the big projects are out of the way, we will hone in on the finer upgrades and maintenance that should be completed to make HQ as appealing as possible: sidewalk repair, exterior lighting repair, new kitchen cabinets, regular sealing of the parking lot, etc.

FREE MONEY
This time last year, Region 8 Director Scott Cooper approached me about the “lost” Region 8 fund. After a bit of digging, we learned that money had been turned over to the Texas Comptroller’s office. We then set out to get our hands on it. At convention, Digital Committee Chairwoman Jennifer Peebles volunteered to contact the office, where she had contacts. Upon doing so, we learned SPJ had more unclaimed money in Texas. We applied for, and received, that money as well as the original Region 8 fund.

Jennifer and I then embarked on a 50-state unclaimed funds hunt, which proved to be fruitful.

In all, we found $9,500 that had been turned over to state controllers offices. About $3,700 of that was for the Region 8 fund. SPJ has already recovered another $3,750 and there is still about $1,200 outstanding in California (we are awaiting word on our claim). We have been denied the remaining $850 because we didn’t have any account information to prove the money belonged to us.

While not a lot, I view this money as one more deposit in the SPJ savings account (assuming the board doesn’t have other aspirations for this cash).

CONCLUSION
If you have time, go back and count the different names in this report. Now consider that this report is a sliver of what has been accomplished over the past few months. It doesn’t mention all the work by most of the committees. It doesn’t mention work of the full board or Executive Committee. It certainly doesn’t include work at the chapter level.

Upon being hired as Executive Director, I aspired to have an atmosphere where this type of collaboration happened on a daily basis. I’ll admit, however, I had no ideas on how to get us there. Yet, here we are.

Could we do more? Of course. We always can. Are there areas we must improve? No doubt about it.

But as I read (and hear first-hand) about the relationships between boards and staffs at other journalism organizations, I realize how truly fortunate SPJ is. This synergy is not something that I take for granted. And for that, I thank you.
Schedule at a Glance

Saturday, September 24
8 am – Noon  RTDNA Executive Committee Meeting
Noon – 5 pm  RTDNA Board Meeting
5:30 – 7 pm  RTDNF RIAS Reception
6 – 10 pm  Sigma Delta Chi Awards Banquet  
*open to all who purchase a ticket*

Sunday, September 25
8 am – 6 pm  Registration/Journalism Expo
9 am – Noon  SPJ Board Meeting
10 am – Noon  RTDNF RIAS Breakfast  
*invite only*
1 – 2 pm  SPJ Business Session  
RTDNA Business Session
2 – 3 pm  SPJ Regional Meetings
3:30 – 5 pm  Super Session
5 – 6 pm  Journalism Expo Reception  
*open to all registered conference-goers*
7 – 9 pm  Opening Night Reception*

*Tentative*
Monday, September 26
8 am – 5 pm   Registration/Journalism Expo
9 am – Noon   SDX Foundation Board Meeting
9 am – Noon   Breakout Sessions
11:45 am – 1 pm   Lunch On Your Own
1 – 3:45 pm   Breakout Sessions
1-2:30 pm   Mark of Excellence Awards Recognition
4 – 6 pm   RTDNA Paul White Award Ceremony & Reception
            open to all who purchase a ticket
6 – 7 pm   Reception sponsored by AFTRA
            open to all conference-goers

Tuesday, September 27
8 am – 3pm   Registration/Journalism Expo
9 – 11:45 am   Breakout Sessions
11:45 am – 1 pm   Lunch On Your Own
1 – 5:15 pm   Breakout Sessions
4 – 5:30 pm   SPJ Business Session
6:30 – 10 pm   SPJ President’s Installation Reception & Banquet
            open to all who purchase a ticket

Wednesday, September 28
8 am – 1 pm   RTDNA Board Meeting
9 am – Noon   SPJ Board Meeting
MEMORANDUM

DATE: April 16, 2011
FROM: Joe Skeel, Executive Director
SUBJ: International Chapters
FOR: SPJ Board of Directors

Over the past year, SPJ has had ongoing discussions regarding possible expansion outside the United States. In an effort to help provide clarity, I spoke with representatives from Baker Hostetler. Below is a synopsis of that discussion. I stopped short of asking for an official legal opinion, because that would cost money. They said they would be happy to provide one should we feel it is necessary.

From a legal standpoint, there is absolutely nothing that prohibits SPJ from launching chapters on foreign soil. We may simply have to provide different information each year when completing our 990s. (Basically saying we have chapters overseas and, perhaps, that we vetted them for terrorist activity if money was given.)

Furthermore, SPJ is not at greater risk for legal action simply by having chapters overseas. Because our chapters are required to have their own bylaws, making them their own entity, the national organization is not responsible for chapter activity. Furthermore, in the highly unlikely event that some sort of legal action were taken, we would still have protection in U.S. courts just as we do now.

BH said companies and non-profits expand overseas quite often, and it’s fairly simple. There are, however, some practical issues that should be given careful thought: SPJ board make-up/governance/elections, resources to manage these chapters, etc., etc.

Also, having chapters overseas may lead to requests for the national organization to support certain causes or efforts. These causes or efforts may not always fall in line with SPJ’s missions. And, of course, SPJ should carefully consider if it wishes to be associated with the type of journalism practiced in certain countries.

In summary, although it might require some thought, a bit more work and a clearly defined scope of what SPJ will and won’t do for international chapters, SPJ should not be afraid of legal backlash if it decides to dip its toe into international waters.
Memo

To: Hagit Limor
From: Bob Becker
CC: Joe Skeel
Date: 3/18/2011
Re: 2011 Bylaws Amendments

The Bylaws Committee would like to propose three amendments to the Society’s bylaws, one major, one minor and one including several technical corrections. First, we believe it is time to try again for an amendment that would permit all members of the Society to cast ballots for national officers and directors. Second, while working on model chapter bylaws last year the Committee identified a practice among some professional chapters of admitting students to membership, but we could find nothing in the national bylaws approving of or prohibiting the practice. We believe the bylaws should clearly approve the practice. Third, as the last step in the drafting process we proofread the bylaws from beginning to end and found many errors that should be corrected. Most of the errors are minor.

If the board approves the first and second amendments, we believe delegates should vote on each separately. The one-member one-vote proposal has been controversial in the past, and may attract opposition. That opposition should not be allowed to block passage of the amendment permitting pro chapters to induct students, which is unlikely to be controversial. In any event, it might be helpful to establish a blog where members can voice their concerns about the amendments and the Committee can respond.

The third amendment encompassing all of the technical corrections is not controversial and should be put to a vote regardless of how the board proceeds with the other amendments. Before the board considers that amendment Baker & Hostetter should review the Article addressing the relationship between the Society and the Quill Endowment Trust to ensure that the bylaws accurately reflect the SPJ board’s decision-making authority.

I have attached four documents to this memo to help you see what we propose. The first is a redline of the current bylaws showing all of the technical corrections. The second assumes enactment of the technical corrections and shows amendments needed to permit pro chapters to induct students. The third assumes enactment of the technical corrections and student amendments, and shows amendments to implement one-member one-vote. The fourth includes all of the proposed amendments.
One-Member One-Vote

As far back as we can recall, voting for national officers and directors has been by delegates at the national convention. When we amended the Bylaws in 2002 convention, votes were apportioned by chapter membership. Each chapter received one vote for every 50 members or fraction of 50 members (a chapter with up to 50 members has 1 vote and a chapter with 51 – 100 members has 2 votes).

This system has several major drawbacks.

- SPJ members who are not affiliated with a chapter have no say in the governance of the Society. It might be argued that if a member wants to have a say s/he should join a chapter. But in some areas of the country the nearest chapter may be hundreds of miles away, making the member’s active participation unlikely, if not impossible.

- Most candidates rely on direct contact with delegates at the convention to win election. Therefore, chapter members are unlikely to have enough information before the convention to direct or even influence how chapter delegates vote.

- The vast majority of SPJ members who do not attend the convention and cannot vote have little incentive to become engaged in governance of the Society.

There have been a couple of attempts to change the election process. The most recent was a board-generated proposal at the 2004 convention to amend the bylaws. It would have eliminated delegate voting and implemented a one-member one-vote system. Under it the election would have been conducted mainly by mail-in balloting before the start of the convention. That proposal was voted down on the floor of the convention.

Opposition centered on two issues. Because campaigning and voting would have taken place over the summer, some delegates argued that the schedule disenfranchised most student members, who tend not to be engaged in SPJ activities outside the school year. Other delegates questioned whether SPJ members who do not attend the convention have sufficient interest to make informed choices among candidates for national office or to cast ballots. They argued that a relatively small group of motivated members could hijack an election by organizing in opposition to a particular issue or board action.

The current proposal seeks to address both arguments.

Voting would be during the convention by electronic balloting. Convention attendees could use their own laptops or SPJ’s computers in the exhibition area. Other members could vote through the SPJ website.

Although SPJ has held a convention every year, the bylaws permit it to skip a year or to move to a biennial schedule. In either case, all members could vote through the SPJ website in years when no convention is held. The proposal would require the board to select a 48-hour period in the fourth week of September for the election. The Bylaws Committee chose that time frame after conferring with the vice president for campus chapter affairs, the campus advisers at-large and student representatives to determine that most colleges and universities are in session then. One word of caution is in order. Just as the convention is scheduled so it does not conflict with the Jewish holidays, an election when there is no convention should avoid a conflict.
Technological advances since 2004 will facilitate the election process. Many tools are available to better inform the membership at large about the candidates and SPJ governance issues. The board will need to consider which of them headquarters will provide to candidates, taking into account cost and staff time.

This change will significantly alter campaigning for national office. Now, nearly all campaigning occurs at the convention. Campaigning at the convention undoubtedly will continue, but candidates will have to reach out to the membership at large before and during the convention.

Headquarters now publishes candidate bios in Quill and on the website and, according to Joe Skeel, that would continue. As they do now, candidates could purchase ads in Quill or on the website. He said headquarters could send candidates' campaign emails to the membership, but suggested that there be a limit on the number of emails each candidate can submit. He also suggested that there be a date range during which candidate messages would be sent.

Candidates could use social media, such as Facebook and Twitter, to campaign. They could use social media during the convention to answer questions posed by members across the country. The board might consider making email addresses available to candidates so they can communicate directly with members. It also might consider setting up a blog or series of blogs for campaigning.

After some discussion with Joe it appears that streaming video of candidate presentations at the opening business meeting would be costly. But the board might consider streaming audio on the website for members who do not attend the convention. Virtually all audio equipment needed to stream candidate statements is in place.

The Committee discussed at length whether to continue the practice of permitting nominations from the floor. Last year, in the model chapter bylaws, the Committee proposed eliminating nominations from the floor at the local level. This question has policy and technical components. The answer to the latter depends on the system used to tabulate votes and the time needed for staff to add names to the ballot at the end of the opening business meeting.

The consensus of the Committee was that permitting nominations from the floor has little or no benefit, and may be detrimental. Candidates who jump into the race at the last minute may not have considered fully the obligations they would be undertaking and may be ill-prepared to carry out their duties if elected. Candidates who have not been vetted by the Nominating Committee or who failed to win the Committee's endorsement should have to demonstrate some commitment by mounting credible efforts to reach out to SPJ members. That said, the proposal would set a deadline five days before balloting begins to announce candidacy. The board could reasonably set that deadline earlier, perhaps a month before voting starts, or a fixed date annually, i.e. August 15.

To implement one-member one-vote we propose a new Article Nine setting out the schedule and procedures for nominations and elections. It would be the responsibility of the executive director, with the board's approval, to implement the technical aspects, including whether to host the election on SPJ's server or to employ a web company that provides election services to associations. We discussed this at length with Joe and he has made inquiries to RTDNA and other media associations to determine how they implement online voting.

The only part of the election procedure that gets a little complicated is voting for regional directors. Currently, delegates vote within regions for a regional director. There are SPJ members who are members of two or more chapters, and some of them may be members of chapters in different regions. The proposal assigns each member of national to a primary chapter based on the
postal address headquarters uses to communicate with the member. A member who now lives in New York, but due to past affiliations maintains membership in the L.A. Pro Chapter, would vote for the regional director in Region 1. An SPJ member who works for a Miami-based news organization in its Washington Bureau may prefer to vote in South Florida, even though headquarters sends all mail to the member's residence in D.C. The member can elect assignment to Region 3 by notifying headquarters at least 30 days before the election.

The switch to one-member one-vote would require minor amendments to Articles Six and Seven.

Existing Article Nine, which outlines the current delegate voting procedure, would become Article Ten, and all subsequent articles would be renumbered. Article Ten remains important because it governs all business at the convention. Resolutions and other business of the Society would be brought before the Convention — the legislative body of the Society — and only delegates would vote on those matters.

In addition, we discussed whether to amend current Article Fourteen (renumbered Article Fifteen) to clearly state that all members of the Society may vote on bylaws amendments. Under the current provision delegates vote on amendments at the convention. There is a provision for member-initiated amendments to be ratified by referendum outside the convention, but to say that the procedure is obscure would be charitable. The Bylaws Committee proposes to leave it that way. If the board is interested in opening the amendment process to voting by all members we will provide language to accomplish that.

**Student members of pro chapters**

While drafting model bylaws for pro and student chapters we realized that some pro chapters admit students to membership, but the national bylaws are silent on the practice. We set out this year to clarify that chapters have authority to induct student members. In the process we learned of at least one student chapter that has members who are professionals. They joined because the nearest pro chapter is two hours away.

While considering this amendment we consulted Nell Ralston, George Daniels, Kym Fox and the two student members of the board — Tara Puckey and Taylor Mirfendereski, and George solicited comments from the Journalism Education Committee. They generally supported permitting pro chapters to induct students who attend institutions that do not have campus chapters, and they agreed that membership in a pro chapter would provide networking opportunities, regardless of whether there is an available campus chapter. But they expressed concern that in some cases student chapter membership might suffer.

The proposed amendment deals with both situations. Pro chapters would be permitted to initiate qualified students into the Society and make them chapter members when no campus chapter serves the institution the student attends. At least one of SPJ's largest chapters, South Florida, has several colleges and universities nearby, but none have campus chapters. D.C. Pro has voted to admit students, even though at least two area institutions have functioning campus chapters and three others have somewhat dormant chapters. If a student has a campus chapter available, she could become a pro chapter member, but would be required to maintain membership in the student chapter as well.

Admission of students into pro chapters could have an impact on voting at the national convention, and the amendment addresses that issue. For purposes of calculating the number of delegates assigned to a chapter, if a student is a member of a campus chapter and a pro chapter
s/he would be counted as a member of the campus chapter. Otherwise, s/he would be counted as a member of the pro chapter.

The amendment would not require pro chapters to admit students. It merely approves of the practice in instances where the chapter has elected to open its doors to students. However, from the standpoint of recruitment, this provides an opportunity to bring more young people into SPJ, especially where college journalism programs are so small that they cannot support campus or area-wide student chapters.

**Technical corrections**

The last comprehensive review of the bylaws was in 2002, when the convention ratified a major rewrite. Since then some relatively minor amendments have been made. The staff has maintained the “official” version of the bylaws by incorporating amendments into a word processing document. It is possible that many of the errors we found occurred when the document was updated.

Most of the changes included in the third amendment fix typographical errors, supply missing words or make the formatting more consistent. A few provide clarifications.

There is one significant amendment that addresses the relationship between the SPJ board and the Quill Endowment Fund. Current Article Thirteen, Section Nine states that all members of the SDX Foundation board are trustees of the endowment. Section Eleven says the SPJ board can remove a trustee by a two-thirds vote of board members.

Under the Foundation bylaws SPJ places a number of members on the Foundation board each year for one-year terms. In addition, the Foundation board nominates individuals to fill an equal number of board seats plus one, so the SPJ directors cannot hold a majority on the Foundation board. The SPJ board then elects nominees proposed by the Foundation board to three-year terms.

The Foundation bylaws say the Foundation board can remove a member of the board for cause on a three-quarters vote of the entire board. The Foundation bylaws do not give the SPJ board authority to remove anyone from the Foundation board. Similarly, the SPJ bylaws do not give the SPJ board authority to remove a Foundation board member.

It would appear that the only way to remove a Quill Endowment Fund trustee is to remove that person from the Foundation board. If that is so, current Section 11 can be read as permitting the SPJ board, by a two-thirds vote, to remove a Foundation board member.

That interpretation conflicts with the text and intent of the Society’s and the Foundation’s bylaws, and current Section 11 should be removed.

We are concerned about the entire article defining the Society’s relationship with the Quill Endowment Fund, particularly current Section Fifteen, which addresses removal by the SPJ board of all Quill Endowment trustees. For the reasons outlined above, the only way we can envision that occurring is if Section Nine is amended first.

In the Preamble to the bylaws we state, “NOTE: Sections marked (TR) are included in and form a part of the legal agreement between the Society and trustees of the Quill Endowment Fund.” At my request Joe searched for a trust indenture or any other document establishing the fund and describing its operating rules, but he found none. It is possible that Baker & Hostetler has such documents. Steve Geimann was unable to provide information about the Quill Endowment. In any event, the Committee believes the Society’s lawyers should make sure the bylaws accurately
reflect the relationship and do not conflict with provisions of the Internal Revenue Code
governing the Quill Endowment Fund and the SDX Foundation.

**Conclusion**

As noted above, the board needs to make some decisions about one-member one-vote,
particularly regarding elimination of nominations from the floor and whether it wants to clarify
the procedure for amending the bylaws outside the convention. It will need to provide some
policy guidance to the staff on implementation.

Under the bylaws, if the board approves the amendments it must circulate them to all chapters at
least 60 days before the convention.

If you have questions about these proposals we are available to answer them and to review further
modification. If you believe it would be beneficial and worth the expense, I can attend the April
board meeting. Alternatively, if you can provide a rough estimate of when the board will consider
the amendments I will make myself available for a conference call.

Finally, I would like to thank academic representatives on the board, the Journalism Education
Committee, Joe Skeel, Steve Geimann, and especially the members of the Bylaws Committee —
Dave Acikens, Amy Pickling, Irwin Gratz, Kelly Hawes and Bill McCloskey — for their
contributions to this effort.
Ohio Sunshine Summit

SPJ Campus Representative Taylor Mirfendereski seeks the board’s support of the following resolution, which urges university administrators to comply with Ohio Sunshine Laws.

Introduction

The following is a statement agreed upon by more than 100 student and professional journalists from across Ohio at the first-ever Ohio Sunshine Summit held Saturday, Feb. 26, 2011 at Ohio University. As a group, those in attendance shared a series of problems with campus administrations not following the Ohio Sunshine Law. We write this to build awareness within the University System of Ohio that student journalists have united in support of better access and more transparency.

Statement

In accordance with Ohio Sunshine Laws, officials at a public institution should treat business conducted at that institution as open and available to the public, unless there is an overriding reason to be closed or withheld from the public. Sunshine Summit attendees have documented numerous instances in which public information has not been made available promptly. Through these access issues, we have concluded there are two main problems across Ohio public campuses: public records and access. It is to the benefit of the public that when issues arise, institutions side with access and openness.

Problems have arisen with access to public records through lack of sufficient record keeping, inability to promptly fill records requests and broad use of vague explanations for denial. By law, information must be easily accessible, and restrictions should be limited to appropriate state and federal exemptions. Records may be requested both verbally and in writing, with equal weight given to both methods. The listed problems are compounded by a lack of uniform enforcement within the University System of Ohio. The Ohio Sunshine Summit attendees cited the use of financial and legal manpower and stalling techniques to thwart student journalists from their public access and called for the end of these practices.

The lack of accessibility to public spaces and open meetings for student journalists, photographers and videographers is prevalent. By law, buildings and spaces accessible to the general public are also open to student media. However, if a building or meeting is closed to media, the Ohio Sunshine Summit body urges that a legal reason be given promptly. For closed meetings, we request that agendas and minutes be made public at the pace of business. As with publicly available records, enforcement of Ohio open meetings laws is inconsistent across campuses as well as from building to building on each campus.

Therefore, the Ohio Sunshine Summit body urges compliance with Ohio Sunshine Laws consistently at every public university in the state. We believe it is in the public’s best interest for student media to be afforded the same rights as their professional counterparts and as dictated by law. With this in mind, we urge our respective institutions and all those within the University System of Ohio to dissolve the culture of hostility that has developed toward student journalists. The undersigned attendees of the 2011 Ohio Sunshine Summit request an improved relationship with and transparency of university administrations.
MEMORANDUM

DATE: April 16, 2011
FROM: Steve Geimann, SDX Foundation President
SUBJ: ACEJMC Report
FOR: SPJ Board of Directors

The Accrediting Council will consider denial of accreditation for four U.S. journalism masters' programs, a rare event. The Council, meeting April 30-May 1 in Portland, Ore., also will discuss reaccreditation for 18 undergraduate and seven graduate programs, and place six undergraduate programs on review for a revisit in two years.

The mid-level review Accrediting Committee on March 26-27 in Chicago recommended denying reaccreditation to graduate programs at St. Cloud State, Grambling State, Colorado and Iowa, citing multiple deficiencies.

The panel upheld 32 of 35 recommendations – 24 bachelor's and 11 master's. No undergraduate endorsement was overturned.

DECISIONS DEBATED
The committee was split on Colorado's School of Journalism and Mass Communications, which is targeted by the University to be "discontinued." Discussion focused on plans for a strategic realignment and whether the envisioned change would result in a program eligible for Council accreditation.

The expert team and mid-level review panel recommended provisional status, with a revisit in two years, by which time the Colorado status maybe clarified. A team that visited campus on Feb. 28-March 2 found a history of "high dysfunction and intractable disputes," with faculty members forming a bloc "to prevent forward movement." The team reported missteps by the dean that helped worsen conditions. The school's advisory board in 2008 recommended that the University take action to eliminate divisions, a vote of no-confidence in the current leadership.

The University's chancellor in April 2008 warned that "a lack of improvement in the collegiality at the School's end," the site-visit team wrote.

Colorado Undergraduate Dean John Stevenson, at the meeting, pledged: "We are not going to leave anyone out to dry" among majors entering this fall. The unit is giving students until 2013 to complete journalism requirements. The committee sought details from Stevenson and Dean Paul Vonkes, who said work still needed to be done. The Regents was to vote on April 8.
The committee voted 7-5-2 to grant provisional status, the recommendation of the five-member team that visited the campus. The team found administrators weren’t paying attention to Colorado’s master’s program, which failed on three of nine standards. After rejecting a recommendation for provisional, the committee recommended denial of accreditation 7-5-2.

SPI’s Colorado Pro chapter opposes the University’s plan to require news/editorial to be coupled with a second major, or reduce its status to a minor. The chapter has testified during the review proves on its concerns.

Shippensburg University of Pennsylvania, seeking initial accreditation, was among programs recommended for provisional status after failing to meet three of nine standards: curriculum, diversity and assessment of student learning. With deficiencies on a third of standards, the Council may consider overturning the recommendation and deny accreditation.

The Council has debated requiring units to meet all standards to win initial accreditation, although formal action hasn’t been taken. A school denied accreditation can seek a revisit in two years.

ACCREDITING RECOMMENDATIONS
The committee recommended reaccrediting undergraduate programs at Arizona State, Colorado State, Drake, Grambling State, Southern Illinois-Edwardsville, Kansas, Middle Tennessee State, Mississippi, Missouri, Nebraska, Northwestern, South Carolina, Southern California, and Tennessee-Knoxville.

The committee recommended reaccrediting undergraduate programs at Iona, Jackson State, Central Michigan and Wisconsin-Eau Claire after the units resolved deficiencies noted in 2009.

Undergraduate programs at Norfolk State, St. Cloud, Southeast Missouri, Iowa and Colorado along with Shippensburg were recommended for provisional status, with two years to correct deficiencies.

GRADUATE PROGRAMS
Of 11 graduate programs reviewed for 2010-2011, four are recommended for denial. At St. Cloud, the committee found the program was theoretical, not professional, the criterion for accreditation. At Grambling, the committee voted 6-5-3 to deny reaccreditation, after concluding the program lacked sufficient professional courses. The team at Iowa recommended denial, saying the program was neglected during leadership changes.

STANDARDS REVIEW
A Council committee has started a one-year review of the current nine standards, with special attention on the curriculum requirement for a majority of courses outside the major. The so-called 80/65 rules assured that journalism and mass communications students are well rounded.
At issue is treatment of credits for non-liberal arts classes, such as business, science or other specialties. The panel will seek consensus on the proper balance. Does a J-student with a minor in business have the requisite grounding required of practitioners?

The panel, on which I am one of two practitioners, also will revisit the expectations for assessing student learning. This year, 11 undergraduate programs were out-of-compliance with the assessment standard.

**ASSESSEMENT, DIVERSITY**

Standards for diversity and assessing learning outcomes tripped up programs. Of 35 programs at bachelor's and master's level, 16 – or 46 percent – weren't in compliance on assessment, six (17 percent) fell short on curriculum and five (14 percent) failed to meet guidelines for diversity.

Arizona State, Missouri, Northwestern and South Carolina met all standards for undergraduate and graduate programs. Drake, Kansas, Nebraska, Tennessee-Knoxville undergraduate programs were in full compliance.

**ACCREDITING FEES**

Accredited journalism programs pay higher dues starting this year. The fee rose to $1,500 from $1,000, and will be $2,000 for 2012-13. The increase was approved to help close an operational deficit this fiscal year.

Since 2005, six of 15 industry groups quit, including all professional minority organizations, citing cost. Two more professional organizations may withdraw. The Council may take up fees and efforts to regain professional groups in Portland.

ACEJMC meets in May, to review and accredit programs for six years 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 reports. Member fees are based on budget, $5,000 for SPJ, with $7,000 for groups with bigger budgets. School dues are $1,500.

I visited Middle Tennessee State last fall with five educators. I join a site-visit team at least once a year.

The Council, founded in 1945, accredits 112 journalism, public relations, advertising or telecommunications programs, with nine industry groups and six educational organizations. SPJ joined in 1977, withdrew in 1989, and returned in May 1996. After 13 years, I am among the senior Council members.
MEMORANDUM

DATE: April 16, 2011
FROM: George Daniels
SUBJ: Diversity Committee report
FOR: SPJ Board of Directors

Since the Las Vegas Convention in October, the SPJ Diversity Committee has met via conference call three times. We appreciate the active participation of the following committee members: Jeremy Steele (Lansing, MI); Gene Murray (Grambling State Univ., LA); Georgiana Vines (Freelance, Knoxville, TN); Bonnie Davis (Virginia Commonwealth Univ., Richmond); Leo E. Laurence, J.D. (Editor, San Diego News Service; Amber Stearns (WIBC Radio, Indianapolis), Becky Tallent (University of Idaho), Reg Ragland (Young, D.C.), Sandy Frost (Freelancer), Pueng Vongs (Yahoo.com); Sally Lehrman (Santa Clara University).

Since the convention, we also have welcomed two new members to the committee: Amity Paye (Editor, NY Amsterdam News); and Justin Chenette (Lyndon State College).

As a committee, we are focusing on three priorities this year: 1) Continuation and Further Development of Diversity Leadership Fellows Program. 2) Updating The Rainbow Sourcebook. 3) Yearlong Education Campaign Focused on Increasing Journalists’ Sensitivity When Referring to Under-represented Groups.

DIVERSITY LEADERSHIP FELLOWS PROGRAM
After tweaking the language in our Call for Applicants, the committee has worked with the Headquarters staff to begin soliciting candidates for the 2011 Class. This year, we have opened the program up to those from other under-represented groups (i.e. LGBT, Disabled). However, the focus of the Fellows Programs is still increasing the racial and ethnic diversity of Society’s national leadership. In the meantime, we are requesting mid-year reports from the 2010 Fellows and recruiting individuals to be a part of the 2011 class. The committee is seeking funding for the Fellows Program to continue in 2012.

UPDATING RAINBOW SOURCEBOOK
Former Diversity Committee Member Gwen Mariano, who was the consultant who worked on the Rainbow Sourcebook, joined the committee at its December meeting to provide some insights on what would be involved in updating the sources. The major concern with the current Sourcebook is that it is as useful for reporters who are using different web-based, social media tools to find sources for their stories. A subcommittee is currently working on a plan for updating the Sourcebook as well as
soliciting possible external funding sources to support the staffing resources needed for the update.

YEARLONG INFORMATION CAMPAIGN
Many have heard about the committee’s yearlong information campaign to educate journalists about the importance of sensitivity when referring to individuals from historically under-represented groups. A member of the committee, Leo Laurence, initiated much of the vigorous discussion about sensitivity when referring to immigrants with a proposed resolution to suggest the discontinuation of the use of the term “illegal immigrant.”

At its October meeting at the Las Vegas Convention, the committee did not take a position on Mr. Laurence’s resolution. However, many in the blogosphere chose to report otherwise. The committee is grateful to the SPJ Headquarters staff and President Hagit Limor for handling the barrage of media requests to respond to this misinformation. Lessons were learned about crisis management. On our most recent committee conference call, Mr. Laurence announced that he would be exploring several avenues for re-introducing his resolution for consideration at the New Orleans convention. In the meantime, the committee’s overall campaign will continue with another article on the issue of sensitivity in the upcoming March/April 2011 edition of QUILL.
MEMORANDUM

DATE: April 16, 2011
FROM: David Cuillier
SUBJ: FOI Committee report
FOR: SPJ Board of Directors

BLACK HOLE AWARD
The new Black Hole Award got much more media exposure and had a much greater effect on access than we ever anticipated. We “honored” the Utah Legislature and governor in March during national Sunshine Week, following their gutting of the state’s public records law. The legislation made Utah the most secretive state in the nation and even more backward than Mexico, Kyrgyzstan and Albania (see the column at the end of this report for more context).

I presented the award to the Legislature and governor on March 16, a week or two after HB 477 was passed and signed into law. Although no elected officials came to the Salt Lake City ceremony to accept the award, I presented a black wreath on the Capitol steps anyway, in front of a half dozen newspaper and television reporters. Utah SPJ chapter President Tom Haraldsen did an excellent job lining up media interviews the whole day (links below). Linda Petersen, FOI chief for the Utah SPJ chapter, came up with the black wreath idea (later, a group of college students gave the Legislature a “Green Hole Award” with a green wreath for passing a law outlawing e-signatures on petitions). SPJ Headquarters staff, too, were outstanding in getting out the award information. Scott Leadingham and Andrew Scott worked very fast.

The governor, in a press release, called the Black Hole Award “unquestionably undeserved,” saying he had no choice to sign it into law because a veto would have been overridden by the Legislature and it was a law they could fix later through a working committee. His tune changed, however, as polls showed that 80 percent of Utahans opposed the legislation and citizens held rallies, protests and launched a referendum campaign. Dozens of legislators changed their minds, calling the secrecy laws an “abomination” and a mistake. A week later the Legislature repealed the law. Members of the Utah SPJ chapter, who should be congratulated for their hard work fighting for FOI (Joel Campbell, Don Meyers, etc.), said the Black Hole Award was influential in the debate — it provided national “experts” that they could quote and a news peg to hang stories on. The Utah journalists couldn’t say the legislators and governor were a bunch of backward, un-American, secretive dipsticks. But SPJ national could.
Here is some of the news coverage from the Black Hole Award:

- Utah’s governor, Legislature get first-ever Black Hole Award (The Salt Lake Tribune, with photo), http://www.sltrib.com/sltrib/home/51446105-76/law-utah-records-government.html.csp
- Nation criticizes Utah’s call for records secrecy (The Salt Lake Tribune - quotes Cuillier and Charles Davis), http://www.sltrib.com/sltrib/home/51374867-76/utah-government-records-law.html.csp
- Let’s vaccinate Texas and stop Utah’s virus from spreading here (Texas Watchdog), http://www.texaswatchdog.org/2011/03/national-sunshine-week-lets-vaccinate-texas-and-stop-utahas/1300314164.column

The only thing we might do differently next year is label the “runners-up” differently. We had several good contenders and some people expressed dismay that their secretive governments weren’t given equally dishonorable treatment. So we’ll talk about that to see what to do about that. Maybe next year give three or four “Black Hole Awards” with one really bad one earning the “Sucking All Light from the Universe Award.”

**FOI TRAINING**

We continue to provide FOI training for members:

- **On-the-road training funded:** We got approval for “Access Across America Part II” thanks to headquarters incorporating it into the training budget for 2011-12 from the SDX Foundation. The tour is planned for spring/summer 2012, when the funds will be available and regional trainers can coordinate and then go out. The idea is to expand the on-the-road concept through the use of regional trainers (me in the West, Charles Davis in the Midwest, and a few others for the Southeast and Northeast). Each of us would travel for a week to 10 days, all at once or in blocks of three or four days, conducting training for SPJ chapters and small news organizations. We will also try charging $100 per stop to help with the budget ($4,000) and perhaps improve interest and attendance because of its perceived value through the charge.

- **Online FOI modules:** I traveled to Indianapolis in March to help create the online training modules in FOI. There will be five modules, about 8-10 minutes each, available to members at the SPJ website, including handouts for each module. The
topics are: 1) Top-10 must-have records, 2) How to learn FOI law, 3) Effective requests, 4) Overcoming denials, and 5) Dealing with data.

- **FOI sessions:** We continue to provide training sessions for SPJ chapters and newsrooms. I’ll be doing a session in May for the Fresno Bee, talking to the Goldwater Institute, and doing training for the Region 10 spring conference in Richland, Wash. I’ll do a session for the Reporters Institute in Florida in July, and sessions at the national SPJ convention in September, as well as for the National Newspapers Association conference in Albuquerque in September.

- **National FOI trainer:** I continue to talk to other groups about creating a national FOI trainer. I will spend the summer focusing on this idea, and if we can get buy-in (and funding) from different groups I’ll be looking grant proposals to get the thing rolling.

**HELPING JOURNALISTS**

- We assisted dozens of journalists who had questions about open records laws or problems getting information, and were quoted in stories in The New York Times, television reports and other publications.
- We signed onto a variety of letters, or submitted letters regarding media issues, such as:
  - Opposing HB 37 in Maryland that would hamper access to electronic records (letter from local chapter and letter from national on the Senate version on March 22).
  - Opposing HB 477 in Utah that gutted the state public records law. Wrote column and presented Black Hole Award (column attached).

**PIO STUDY**

FOI Committee member Carolyn Carlson will be working on a study looking at federal agencies’ written policies regarding treatment of the press (whether they require a PIO to be present in interviews, etc.) and surveying journalists that cover federal agencies to get an idea of how information is provided to journalists. It will probably be a long-term project, perhaps with the results announced for Sunshine Week 2012.

**CONTRIBUTED CONTENT**

- Continued to produce FOI Toolbox columns for Quill:
  - Ana-Klara Anderson column for January/February on tips for litigating access cases
  - David Cuillier column for March/April on easily putting government data online for free in tables, maps and charts
Sunshine Week column
David Cuillier
March 14, 2011

And the Black Hole Award goes to... Utah, the darkest abyss in the U.S.

I’m going to spend spring break in Utah.
Not a lot of partying, and not much sunshine. In fact, it’s so dark in Utah right now that on Wednesday I will be in Salt Lake City to present the governor and Legislature the Society of Professional Journalists’ national "Black Hole Award" for exceptional efforts to undermine freedom of information.

This was one of the easiest contests I’ve judged. Slam dunk. No question. A unanimous decision among our dozen national SPJ Freedom of Information Committee members. We had a half dozen nominees for the award - all worthy of dishonor - but naming Utah was so easy it was scary.

The timing of Utah’s evisceration of its public record law this month couldn’t have been better - or worse: It’s national Sunshine Week.

This is a week intended to bring awareness to the importance of freedom of information, held on the anniversary of James Madison’s birthday, March 16. The "Father of the Bill of Rights" said such things as, "A well-instructed people alone can be permanently a free people," and "Despotism can only exist in darkness."

As a researcher and teacher of all things freedom of information, I can tell you that despotism is having an easier time in this country because of a continual creep toward secrecy and darkness.

We have never seen anything in recent history, not since World War II, like we’ve seen in Utah.

Last week Gov. Gary Herbert signed into law HB477, which gutted the state’s Government Records Access and Management Act, effective July 1. More irony: That will be close to the 55th anniversary of the July 4, 1966, signing of the federal Freedom of Information Act. So much has changed since then.

The Utah legislation makes text messages secret, allowing officials to hide their public business with lobbyists or any other business they don’t want known. The legislation allows for exorbitant fees that will price citizens out of their government. The legislation requires citizens to prove by a preponderance of the evidence that government information should be provided to the people, completely opposite other public record laws.

Utah’s law, which was in the top dozen states for transparency, will now be the most secretive in the nation. Not only that, I compared the law to other nations’ laws and found that Utah will be more backward than most other countries, including Mexico and former Soviet republics Kyrgyzstan and Azerbaijan. El Salvador just passed a better law last week.

The silver lining? Utah is still more transparent than Kazakhstan.

I’ve heard people say, "well, yeah, Mexico might have a good law, but corruption is rampant," as if justifying poor laws in the United States. The reality is journalists and citizens in Mexico have a much better time getting public records than U.S. citizens, at least based on my observations and discussions with Mexican journalists. Record audits show that on average, police in the U.S. will illegally deny a valid request for a simple crime log three-quarters of the time.

No matter what country you live in strong laws aren’t a guarantee of good governance, but they’re a start.

Proponents of the Utah legislation say they made the changes to protect citizens’ privacy and to save local governments money. But the reality is the previous law already had protected citizens and local agencies. The only thing the new legislation allows for is government to hide corruption, nepotism and gaffes.

Maybe that was the idea.
The governor also explained why the changes were kept secret and then sprung at the last minute for adoption within a few days: that the media, which has a special self-interest in open records, would use their sway to derail it. The governor paints the press as a special interest group looking out for its own.

Sure, when I covered government agencies as a newspaper reporter, I relied on public records. About a fifth of all news stories include to some extent information from government documents, usually police reports, budgets and audits. Journalists serve as proxies for the public. That’s why I’m so interested in freedom of information.

But this not a "press" issue. This is a citizen issue.

Reporters are not swarming around like angry bees because this secrecy makes their job harder. I’m sure The Salt Lake Tribune can handle increased copy fees, and reporters will find a way to get information. No, journalists - and others - are outraged because they know the importance of open government for businesses and citizens.

Only 5-10 percent of public records requests are submitted by journalists. About two-thirds are submitted by commercial interests and the rest by citizens and non-profits. Government information keeps our nation’s economic machine greased. You shut down information and you shut down democracy and capitalism. That’s why about 80 nations have adopted freedom of information laws - to spur economic development and democratic reform.

With any hope, the Utah governor and Legislature will scrap the changes they hastily rushed into law and push for strong constitutional protections for people to know what their government is up to.

Why should we care outside of the Mountain West? Because what happens in Utah might not stay in Utah. Secrecy, like darkness, has a tendency to spread.

So while we spend billions of dollars and soldiers’ lives defending democracy in the world, and while former communist nations embrace open-government ideals, we have a very strong chance of losing democracy right here, in our own homeland, if we let it.

Don’t let freedom die. Exercise your right to be informed about your government, and demand that the people you voted into office stay accountable and open.

This is especially true for those living in Utah, a spectacular state with great rock formations, skiing, people, and for a while, transparency laws, all worthy of its slogan, "Life Elevated."

Come July 1, unless the Legislature sees the light, their license plates might more appropriately read, "Well, at least we’re not Kazakhstan."

David Cuillier, Ph.D., is a former newspaper reporter and editor from Washington state and Idaho and is currently an associate professor at the University of Arizona School of Journalism, Freedom of Information Committee chairman for the Society of Professional Journalists, and co-author of The Art of Access: Strategies for Acquiring Public Records. He can be reached at cuillier@email.arizona.edu.
MEMORANDUM

DATE: April 16, 2011
FROM: Kevin Smith
SUBJ: Ethics Committee report
FOR: SPJ Board of Directors

The following is a status report on the work performed to date by SPJ’s ethics committee and submitted to the national board for review on April 1, 2011 by chairman Kevin Z. Smith.

ETHICS BOOK

Our primary goal as a committee this year is to assist in the marketing, promotion and sales of the new SPJ ethics book – *Journalism Ethics: A Casebook of Professional Conduct for News Media*.

Spring Conferences – Books arrived in late March from publisher Marion Street Press and arrangements were made to have books shipped to each spring conference for sale to attendees. Arrangements were worked out with MSP so as to not charge for the books upfront and to collect the money and the unsold books at the end of each regional. The belief was that asking chapters holding the regional conferences to front several hundred dollars for the books with no guarantee of sales was too much to ask.

I worked with various chapter organizers and regional directors via email and phone calls to secure an ethics panel/speaker at most conferences with an eye toward promoting the book. That was successful in eight of the 10 regionals held this year. Books were shipped to Regions 1, 3, 4, 5, 6, 7, 8, 9, 10 and 12. Books in Region 11 were shipped to an Ethics Week program sponsored by the Los Angeles professional chapter. That program will focus on the stereotyping of journalists as unethical professionals in many movie storylines.

My goal was to sell 150 books during regional conferences. That is not one imposed by national headquarters or the Sigma Delta Chi Foundation. It’s worth remembering that this book is the product of SDX and while SPJ makes no money directly from the sale of the book, SPJ’s ethics programs have certainly benefited greatly from the generosity of the Foundation over the years. Therefore, it makes sense to members of the committee to make a concerted effort to assist in the success of the book, not to mention that it was written and edited by ethics committee members.

Future promotions – Following the spring conferences, I will continue to work with Jim Schuette of MSP to talk about additional promotions and...
marketing to campus and professional chapters. Of course, MSP has offered a 20 percent discount to all SPJ members, making the book an affordable $40. Some issues to look forward to: We will be working to increase promotion of the book during Ethics Week, April 25-30. The book will be featured on a special redesigned website for that week and we will offer initial position papers from the committee excerpted from the books forward.

Joe Skeel and I will also work on a sales possibility where chapters can purchase the books at a discount and then sell them for a profit. This could result in the further circulation of the book to members and help chapters raise money.

Lastly, promotion also includes some media coverage. I am working beyond the Ethics Week celebration to get Fred Brown and others involved in the book to the press for discussions. I also want to thank members of the committee, past and present, who helped with the spring conferences by either hosting panels, appearing as guest speakers and/or book promoters. Additionally members of the executive board such as Hagit Limor, John Enslin, Sonny Albarado and Neil Ralston are to be thanked for stepping in and helping as are the regional directors.

And Fred and Irwin combined to do a SPJ Radio newsmaker segment on the book which ran in March and can be found by searching www.blogtalkradio.com/spj and looking for the archives under Fred Brown and ethics.

POSTIONS PAPERS
The committee is preparing to launch a series of ethical position papers that will be added to the SPJ ethics website. Theses papers will be unveiled during ethics week and will address converged media, checkbook journalism, stereotyping and other common ethical topics. Additional topics may include the ethics of journalist being involved in stories and undercover operations.

The purpose of the papers is to allow SPJ to establish a general set of standards with regards to specific ethical issues that routinely arise throughout the year. The idea of a position paper is to set a reasonable stance on a topic and then allow others to draw from those general principles and guidelines so SPJ ethics committee members do not have to readdress the issue multiple times to the press and public.

For example, paying for news has some inherent ethical problems and by identifying those and speaking to those in general terms, we can alleviate the need to answer 50 inquiries each year for people looking for basic guidelines. Of course, each case can have extenuating circumstances that may still require a call or email for an intervention request. Additionally, as an institutional stance, it gives support to the Society’s standards and it prevents the general membership and ethics committee members from guessing or speculating about the ethics and creates more uniformity in our responses.
It should also be noted that the SPJ ethics code is cited and referenced many times a week by people outside SPJ. Often times they recite the code and then offer their interpretation. By having position papers on topics like checkbook journalism, we not only reinforce the use of our resources, the travel to our website, but, more importantly, we provide more of our analysis and interpretation of the code rather than allowing others to do it for us. This can be seen as a greater service to the people wanting answers.

NATIONAL CONVENTION
I’m happy to report that two proposals to the Convention Programming Committee were accepted. These involve a highlighted discussion of the new ethics book, which I’m hoping Fred Brown and Irwin Gratzer will lead. We hope by that time the book will be greatly promoted. The second topic involves the ethics of entrepreneurial journalism and the dangers of owning an online company and being the CEO while also being the editor. This is a growing concern and certainly one that is worthy of discussion. In my research for this I’ve learned that the push for “sustainable journalism” in new forms lacks an ethical component.

QUILL
The spring Quill issue featured key discussion such as the need to update SPJ’s 15-year-old ethics code, a pro and con piece, advice on creating ethical programming for chapters and other think-and-use pieces for our membership. Thanks to Fred, Irwin and Elizabeth Donald for their contributions.

HOT LINE AND OUT REACH
As of the writing of this report, we have dealt with more than 100 ethical inquiries from the media, citizens and college students wanting advice and assistance or comments about journalism ethics. This is probably our biggest public outreach effort. The Ethics Hotline produces, on average, four inquiries a week. Additionally, Fred Brown and I handle direct phone calls and emails to our work addresses.

The calls run the gamut of conflicts of interest (advertising department is making TV anchors promote products and companies) to student inquires for research papers (Do journalists have better ethics than people in public relations?) to journalists killing stories (a source gave them the evidence and they refused to run the stories).

PRESS INQUIRIES
Since October, we’ve used the Society’s position as the standard-bearers of journalism ethics to address some main issues – Juan Williams and Helen Thomas’ comments, Keith Olbermann’s campaign contributions and the Buffalo Daily Beasts and James O’Keefe’s undercover sting operations.

Some places the ethics committee’s comments have appeared:
Columbia Journalism Review
American Journalism Review
Washington Post
Media Matters
Editor & Publisher
New York Times
Detroit Free Press
Forbes.com

"James O'Keefe says he's a social activist when it suits his situation. He calls himself a journalist and muckraker when he thinks he can benefit from those titles and he will call himself a blogger or a conservative political pundit when that allows him optimum attention. He can't settle on one title because he has no idea what he wants to be and, in my book, you are either a journalist or you're something else. I prefer he be something else until he learns what it means to be an ethical journalist." — Comments in a March 2011 interview with Media Matters
MEMORANDUM

DATE:        April 17, 2011
FROM:       Dana Neats
SUBJ:    Freelance Committee report
FOR:        SPJ Board of Directors

INTRODUCTION
Last August, when I took over the freelance committee from chair Amy Green, I contacted each of the existing members of the committee to see who wanted to retain their spot on the committee. Most freelancers opted to stay on the committee; the only ones that were removed were those who did not respond. Michael Fitzgerald agreed to stay on the committee as vice chair. Since that time, the committee has grown to 16 members, including freelancers with a wide range of experience and expertise. Each member is listed on SPJ’s Independent Journalist blog, along with a bio and contact information.

INITIAL PLANNING
We held our initial meeting as a committee at the conference in Las Vegas to discuss the president’s goals for the committee, how to accomplish those goals within the next year and how to best work together. There were approximately 10 of us in attendance, including Hagit Limor and Michael Koretsky. The group did a lot of brainstorming of key topics, including how we can become THE freelance resource.

One of the key initiatives was committing to updating the Independent Journalist blog on a weekly basis. Everyone in attendance agreed to help provide content, including Maya Payne Smart who agreed to share previously written material available on her Writing Coach website. We also discussed a tentative timeline for working on the freelance video project assigned by President Limor, perhaps completing a new video each quarter. We agreed to hold phone conferences as needed, but more frequently than quarterly.

Following the meeting, Jeff Cutler set up a LinkedIn group for us to discuss freelance committee issues. I gathered bios and contact information from everyone and posted them to the blog on the About Us page. I also gathered suggestions from the committee to include on the blog in two spots — Freelance Resources and Where Do I Find Work. I posted those resources and shared them on Facebook.

DECEMBER CONFERENCE CALL
In December, we held our first conference call to touch base on the video project, discuss blog topics and resources, and potential freelance topics at the 2011 SPJ conference. Following the call, three freelance committee
members pitched workshop proposals to SPJ for consideration. Two of the three were accepted and will be combined into one workshop led by Paula Pant.

VIDEO PROJECT
Following the call, I talked with Chris Vachon about the video project, who outlined the time frame for topic selection, scripts and taping. I came up with some initial ideas and discussed them with vice chair Michael Fitzgerald to see if I was on track. We tweaked the topics and came up with five videos: Generalization vs. Specialization; Finding Freelance Work; and Freelancing as a Business, parts 1, 2 and 3.

The outlines and scripts were completed with input from several committee members. Jeff Cutler, who had performed several training videos for SPJ last year, offered some good advice on the scripts. Whenever possible, we used examples of freelancers from our committee including Bruce Shutan, Carol Cole-Frowe and Dawn Reiss, one of the original founders of the freelance committee. As of today, the videos are being edited by videographer/producer Jerry Prince and should be available later this spring. Each video will be accompanied online by tip sheets with additional resources.

RESOURCES FOR THE FREELANCE COMMUNITY
In addition to the video project, a major initiative of the freelance committee was to provide ongoing resources to the freelance community. This is done by fielding questions that come into SPJ from freelancers. I field most of these questions with input from committee members and others at SPJ when needed.

The Independent Journalist blog (http://blogs.spinetwork.org/freelance/) has been a significant part of our resource library, with new posts made at least weekly, sometimes more often. Approximately 70 percent of the committee has provided material for posting, and we’ve had several guest contributors including freelancer Nathan Segal who wrote “Secrets of Profitable Freelance Writing.” To see what kind of traffic the blog is attracting, Billy O’Keefe set up site stats for us. For the last two weeks of December 2010, the blog had 1,102 visitors. Traffic for this year so far:

<table>
<thead>
<tr>
<th>January 2011</th>
<th>2,211 visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2011</td>
<td>1,993</td>
</tr>
<tr>
<td>March 2011</td>
<td>2,156</td>
</tr>
</tbody>
</table>

Average traffic per month is 2,120 visitors. Our highest number of views per day was March 14, 2011 with 207 visitors (topic: 40 important lectures for journalism students, a guest post).

To date, the committee has been very enthusiastic about volunteering to write material for the blog. We typically plan two to three months out, with each volunteer selecting the topic and timing of his or her participation. When we have gaps, I use material from Maya Payne Smart or write something myself.
MEMORANDUM

DATE: April 16, 2011
FROM: Sarah Bauer
SUBJ: Membership Committee report
FOR: SPJ Board of Directors

The Membership Committee has been meeting monthly via conference call, and our primary objective(s) has been to take on two big and – so far – successful projects.

The bulk of our efforts are currently focused on a program to bring lapsed SPJ members back into the membership fold. The membership committee, along with a group of about 30 volunteers – chapter/region leaders, past presidents, engaged members – are taking on the momentous task of making calls to lapsed members, asking for them to renew their SPJ memberships.

So far, results have been good: many people misplace renewal forms, or simply don’t take the time to renew their memberships. Members who are unable to come back at this time cite job status and industry changes as their main excuse. Each of the volunteers is taking on 10-20 calls per month. The Committee owes special thanks to these volunteers, and Membership Coordinator Linda Hall who is compiling the monthly call lists.

Also on the Membership Committee’s agenda, is a Blog Talk Radio show, heard monthly on the second Thursday of each month at 1:00 p.m. EST. The show, hosted regularly by Holly Fisher (and sometimes by Sarah Bauer), really lets members hear about the many benefits of SPJ, beyond “a bill and a quill.” We’ve tackled benefits for freelancers, opportunities for students, programming ideas, and more. We’re actively working with other SPJ committees to come up with content for the show.
MEMORANDUM

DATE: April 16, 2011
FROM: Deb Wenger
SUBJ: Professional Development Committee report
FOR: SPJ Board of Directors

The committee has once again been involved in assisting HQ with training initiatives and convention planning. In addition, with Joe Skeel’s approval, we fielded a professional development survey to get a feel for members’ training needs and desires.

To date more than 450 members have taken the survey, for a little better than 5-percent response rate. A screen grab illustrating the results for one question appear on the second page of this report.

We’ve recently added two new members – Holly Fisher and Renee Petrina – to the committee, and are working on a call to discuss the survey results and recommendations for future programming.

Jennifer Peebles of the Digital Committee will also be invited to participate.

In addition, a request has been made to Quill Editor Scott Leadingham to accept a piece about the survey, which will also focus on training opportunities for members.

Committee members Matuszewski – Sassone and Wenger are both currently producing convention sessions and Wenger recently assisted in the production of two new sets of e-Campus training modules.

As always, we’re open to ideas on how to improve the professional development opportunities for our members!
<table>
<thead>
<tr>
<th>Survey Sample Question</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogging</td>
<td>35.6%</td>
<td>186</td>
</tr>
<tr>
<td>Building a website</td>
<td>48.4%</td>
<td>212</td>
</tr>
<tr>
<td>Help selecting multimedia equipment/software</td>
<td>31.5%</td>
<td>138</td>
</tr>
<tr>
<td>On-camera delivery</td>
<td>15.3%</td>
<td>67</td>
</tr>
<tr>
<td>Personal branding</td>
<td>32.9%</td>
<td>144</td>
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<tr>
<td>Reporting for mobile devices</td>
<td>40.9%</td>
<td>179</td>
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<tr>
<td>Search engine optimization</td>
<td>36.8%</td>
<td>161</td>
</tr>
<tr>
<td>Social media for reporting</td>
<td>60.7%</td>
<td>256</td>
</tr>
<tr>
<td>Video editing</td>
<td>29.5%</td>
<td>129</td>
</tr>
<tr>
<td>Video storytelling</td>
<td>34.2%</td>
<td>150</td>
</tr>
</tbody>
</table>

Answered question: 435
Skipped question: 15
MEMORANDUM

DATE: April 16, 2011
FROM: Jennifer Peebles
SUBJ: Digital Committee report
FOR: SPJ Board of Directors

The SPJ Digital Media Committee has continued to update its blog, NetWorked, with an eye toward trying to offer journalists instruction and helpful hints in how to be better digital journalists.

#SPJchat on Twitter is going strong, thanks to a great effort from Mike Reilley at SPJ-DePaul. The most recent chat was on the topic of using the iPad2 as a journalism tool. Mike is recapping all the weekly chats with a best-of presentation via Storify. Check out the complete #SPJchat schedule at http://spidepaul.com/2010/12/02/spi-chat-schedule-and-how-to-participate/

Committee Chairman Jennifer Peebles recently spoke at the SPJ Region 12 conference in Nashville in a session on entrepreneurialism in journalism, and vice chairman Rebecca Aguilar recently addressed the Fort Worth Pro chapter. (As of this writing, Jennifer was also slated to speak at the Region 8 conference in Oklahoma, but it’s on the topic of FOI.)
MEMORANDUM

DATE: April 16, 2011
FROM: Lynn Walsh
SUBJ: Generation J Committee report
FOR: SPJ Board of Directors

About: Generation J is an SPJ committee where future newsroom leaders can collaborate to build newsrooms of the future. We offer an opportunity for early-career journalists to give or get career advice, share and obtain industry insight, pick up new skills and tools and stay on top of the issues that affect journalists and newsrooms every day. The Society of Professional Journalists and the Generation J committee inspire journalists to improve and protect journalism.

Who: Seven journalists based in cities throughout the country sit on the committee writing for the blog, maintaining social media accounts and participating in a variety of outreach activities. The committee is chaired by Lynn Walsh an investigative journalist for Texas Watchdog. The other committee members are: Jennifer Rowell, Jennifer Sullivan, Mike Brannen, Jackie Ingles, Nathaniel Miller and Jacob Probus.

What: SPJ Generation J is working toward its mission by participating and leading the following programs:

First Draft Blog. Committee members take turns creating posts for the blog that is part of the SPJ blog network. Contributions range from industry insight from committee member to tips on creating better coverage in a news organization. Since the fall the committee has been working hard to update the blog on a regular basis with at least one new post a week. In the next few months the goal is to have at least two new posts a week from committee members.

Social Media. Generation J has a presence on Facebook, Twitter and LinkedIn. All committee members work together to update and keep the accounts fresh with new links and information. The committee has discussed being more active on Twitter by participating in various Twitter chats like the SPJ chats on Thursday.

CMA 2011 NYC Conference. Lynn Walsh attended the 2011 College Media Advisers convention in New York City in March. The committee saw the conference as an opportunity for SPJ and Generation J to reach current college students before they graduate. Lynn worked closely with SPJ student representative Tara Puckey to bring SPJ information and programs to the conference.
Lynn also critiqued resumes as part of the free resume critiques organized by Generation J and Puckey. The conference is an amazing outreach opportunity for Generation J to reach out to future Gen Jers and potential SPJ members. It was an opportunity to raise awareness about the committee and SPJ while helping future newsroom leaders. Next year, Generation J would like to attend the conference and have a bigger presence by presenting a training session.

**SPJ Mentor Program.** With the help of the SPJ Professional Development Committee and Heather Dunn at SPJ headquarters the Generation J Committee is working to revamp the SPJ mentor program. The program in development will transition from the traditional mentor match-up of a veteran journalists and an early-career journalists to one that is community based using Facebook. The group will be private for SPJ members only and will consist of two to three mentors every few months. The group will allow for conversations to develop between mentors, mentees and one another. The hope is to have the new mentor program launched in a few months.

with content for the show.
MEMORANDUM

DATE: April 16, 2011
FROM: Ginny Frizzi
SUBJ: Awards and Honors Committee report
FOR: SPJ Board of Directors

I submitted two project proposals to the committee for consideration. The first was to develop a “Local Contest Central,” a webpage and discussion board where related topics could be addressed and questions answered. One idea was that committee members (or other interested people) would be asked to write short articles on related or requested topics, such as Starting A Local Contest, How to Set Entry Fees or Getting Chapter Members to Volunteer as Contest Judges.

Most committee members providing feedback were not enthusiastic about the idea since they felt that enough expertise at running local contests already exists. Those who did think the idea had merit suggested that the chapter presidents/contest chairs be contacted about what they might like to see on the site and the same request could be made through SPJ Leads or other online communications. “Local Contest Central” could be part of spj.org with the committee responsible for updating and maintaining page content.

There was more interest in the “How To Take Local Contest Online,” a proposed page on spj.org that would serve as an information clearinghouse for chapters looking to take their contests online. It would be a place for suggestions, information and general feedback on using vendors vs. doing it yourself, etc. With more press clubs, organizations and SPJ chapters taking or looking to take their contests online, this proposal is probably the more useful of the two right now.

CONTEST FEES
Every year there are a few complaints about SPJ contest registrations being too high. The committee had an online discussion about this and members agreed that both MOE and SDX fees are reasonable and in line – if not cheaper than – other journalism/communications contests.

MOE AWARDS
SPJ Awards Coordinator Lauren Rochester and Committee Chair Ginny Frizzi have had informal communications about the number and quality of entries received in the Two Year/Community College Division of the Mark of Excellence Awards. This is something the committee could look into in order to determine if some changes or adjustments need to be proposed.
SDX AWARDS

Awards and Honors Committee Vice Chair Sue Kopen Katesf has raised an issue for the committee to consider. Sue noted that as she was judging this year’s SDX Award feature reporting/network/syndication category, that “it’s becoming apparent to me that we may need to create a whole new category to deal with online ‘videos’ created with the use of STILL photos and audio tracks. NPR has a number of entries in the category I’m judging – very good for what they are – but they’re not video entries. But, in a new kind of category they could well be winners.

Video is still a different beast. And, there are no lack of NON-broadcast outlets now producing outstanding videos that would likely fit well into this category. But NPR’s entries really don’t. They’re a hybrid of sorts...not quite radio, not quite TV video. They really fall somewhere in-between. And I know NPR is not alone in producing this kind of work. It would be nice to address this sometime following the conclusion of this year’s awards.”

I agree with Sue and there is a good chance that related points or issues may also be raised if SDX judges provide Lauren or me with feedback.
AGENDA  
MEETING OF THE BOARD OF DIRECTORS  
SIGMA DELTA CHI FOUNDATION  
TIME: 9:00A.M.  
APRIL 17, 2011  
INDIANAPOLIS

1. Call to Order – Geimann

2. Roll Call – Gratz
   a. Geimann
   b. Leger
   c. Gratz
   d. Dubin
   e. Aeikens
   f. Bartlett
   g. Brewer
   h. Brown
   i. Carlson
   j. Cleesattle
   k. Cross
   l. Eckert
   m. Ensslin
   n. Evensen
   o. Gillman
   p. Hansen
   q. Jones
   r. Ketter
   s. Kirtley
   t. Leeds
   u. Lehrman
   v. Levins
   w. Limor
   x. Lunsford
   y. Maynard
   z. McKerral
   aa. Neuts
   bb. Porter
   cc. Pulliam
   dd. Smith
   ee. Theisen

3. Report of the SDX Foundation President – Geimann [page 1]

4. Review and Adoption of SDX Foundation Budget for Fiscal Year Ending July 31, 2012 – Skeel, Koenig [page 3]

5. Approval of Board Meeting Minutes – Geimann
   a. Oct. 4, 2010 [page 18]

6. Report of the SPJ President – Limor

7. Report of the Treasurer – Dubin

8. Grants Committee Report and Recommendations – Leger [page 22]

9. Staff Report – Skeel [page 24]


11. Discussion items
    a. Update on Ethics book –Brown
    b. Board members’ terms set to expire – Geimann [page 30]
    c. Renting headquarters – Skeel
d. 2011 Convention – Vachon

12. Old/New Business

13. Adjourn
THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

DATE: SUNDAY, APRIL 17, 2011
TIME: 9 A.M.

SPJ/SDX HEADQUARTERS
INDIANAPOLIS

Founded in 1961, the Sigma Delta Chi Foundation is dedicated to ensuring that those who carry on the tradition of a free press are prepared for the challenge. Its goal is to support the educational programs of the Society of Professional Journalists and to serve the professional needs of journalists and students pursuing careers in journalism.
MEMORANDUM

DATE: April 17, 2011
FROM: Steve Geimmam, SDX Foundation President
SUBJ: President’s report
FOR: SPJ and SDX Foundation Board of Directors

PROJECTS COMMITTEE

A committee is being created among members of the Foundation board to help us, and SPJ, in the development of programs. I asked former Foundation President Todd Gillman, a SPJ Region 8 director and Washington bureau chief for the Dallas Morning News, to lead the new PROJECTS committee.

The group includes Foundation directors Bill Ketter, vice president for news for Community Newspaper Holdings Inc. and former SPJ Region 1 director; Dave Aikins, a reporter for the St. Cloud Times in Minnesota SPJ president 2008-09; and Sally Lehrman, Knight-Ridder/San Jose Mercury News Chair in Journalism at Santa Clara University in California and former SPJ at-large director; and includes SPJ President-elect Darcie Lunsford, a reporter at the South Florida News Journal, and SPJ Region 10 Director Dana Neuts, a freelance writer, editor.

The committee should kick around ideas, consider the needs of the industry, of our members and other professional journalists, and offer the board a concept for funding.

Former SDX President Paul McMasters had a similar idea a decade ago. Now may be the time for the board to get more involved on projects. I look forward to the committee’s work.

BUDGET, FINANCE

Treasurer Howard Dubin conducted a telephone conference call with the finance committee in February to review and recommend a budget for the 2012 fiscal year.

The phone call will become part of the committee’s work, to help the executive director square away the Foundation’s needs, and resources, as he plans the budget for SPJ.

FUNDRAISING

Donations to the biggest charities fell 11 percent last year, the steepest decline in two decades, the Chronicle of Philanthropy reported in its Philanthropy 400 ranking. Fears of the economy sliding back into recession and uncertainty about tax rules combined to shrink big giving, the publication said in March.
Total private foundations and charities such as the SDX Foundation surged 4.3 percent to 1.24 million in 2009 from the previous year, according to the Internal Revenue Service. Entities designed as 501(c)(3) have almost doubled since 1996, when the IRS counted about 654,000.

INDUSTRY DEVELOPMENTS
The transformation continues as revenue trends remain unchanged. Total advertising rose 6.5 percent last year to $131.1 billion, Kantar Media said in mid March. TV-ad spending rose 10 percent as politicians campaigned, soccer’s World Cup drew record viewers and car companies and banks increased budgets after the recession. Magazine ad spending climbed 2.9 percent, helped by a 3.3 percent increase in consumer publications. Newspaper ads declined 3.5 percent, with local newspapers falling 4.6 percent. Local newspaper spending has declined for 21 straight quarters, Kantar said.

Online readership and advertising may surpass totals for print this year. The State of the News Media, from the Pew Research Center’s Project for Excellence in Journalism, also said 46 percent of Americans surveyed said they get news online at least three times a week, more than the 40 percent who get their news from newspapers.

The possible sale of Freedom Communications Inc., owner of the Orange County Register and 100 U.S. newspapers, may trigger cost-cutting consolidation among publications in regional markets, the Los Angeles Times said March 12. Freedom is seeking bids for all or parts of the company, which emerged from bankruptcy protection last year. Suitors may include Tribune Co., which owns the Times, KTLA-TV and other media properties, and MediaNews Group Inc. of Denver, which owns the Daily News/Los Angeles and the Press-Telegram in Long Beach.

U.S. newspaper circulation declines slowed in the six months through September after the New York Times, USA Today and Los Angeles Times lost a smaller percentage of readers. Average daily circulation for 635 newspapers fell 5 percent from a year earlier, according to the Audit Bureau of Circulations. “Things are getting worse at a somewhat slower rate,” John Morton said in an interview with Bloomberg News.

The National Weather Association has seen a 10 percent drop in membership renewals to about 2,700 in 2010 from 3,000 in 2006, Executive Director Stephen Harned told Bloomberg Businessweek. The decline reflects fewer meteorologists working on television, at a time marked by extreme weather.
MEMORANDUM

DATE: April 17, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Proposed SDX Foundation Budget for Fiscal Year 2012
FOR: SDX Foundation Board of Directors

Included with this cover memorandum is the proposed budget for the SDX Foundation for the fiscal year ending July 31, 2012. A number of supporting documents are included to provide a better understanding into the process of constructing the budget.

This proposed budget was reviewed by the SDX Foundation Finance Committee on Feb. 16. The committee voted in favor of recommending this budget to the full board.

I’m happy to report that our investments have performed quite well over the past year. From Jan. 31, 2010 to Jan. 31, 2011, the portfolio grew from $9.8M to $11.2M. That increase, along with donations and cash from interest and dividends, has positioned the Foundation to meet its budget obligations and still have up to $392,350 to award in the form of grants or retain in its coffers.

The finance committee, however, recommended making only $355,000 available to the Grants and Awards Committee. This recommendation is nearly equal to the amount given last year, and – assuming the board adopted this budget and followed the recommendations of the Grants and Awards Committee – would result in the Foundation spending just under 4.5 of its available 5 percent for FY2012.

As you may recall from last year, Jake Koenig and I spent a lot of time evaluating how we accounted for the Foundation’s finances. That resulted in us pulling out the interest and cash dividends from the equation that leads us to the 5 percent rolling average. Better to use the cash on hand before dipping into the investments, we think.

This year, with a better understanding of the budget and the Foundation’s finances (thanks to my second-year on the job), I rolled up my sleeves and dug even deeper. My focus this year was to make sure we were accounting for every possible expense, leaving no stone (or spreadsheet cell) unturned. For example, I discovered that the Foundation had not been paying any portion of the bill for legal fees. Not sure why – nor was Jake. It was simply never caught before. Clearly, the Foundation relies on our legal folks and should shoulder some of that retainer. I also worked very hard to ensure the numbers we are presenting are based on actuals and estimates, not simply a rollover from what we had budgeted in the past.
I feel what follows is the most accurate picture of revenue and expenses that has been presented in some time. This budget also accounts for projects the Foundation may be interested in taking up, such as the $10,000 line item for capital improvements (paint and carpet). And, it includes $12,500 for property taxes (which we may not have to pay, but won’t find out until later this spring.)

With all that said, below are the highlights of how this budget came about and the end result.

BUDGET PROCESS
Amy Posavac prepared the preliminary budget for our fundraising efforts while Jake and I crunched the numbers (and sought estimates) that determined the remaining revenue and expenses. Several meetings were held over the course of several weeks to identify any potential gaps.

REVENUE HIGHLIGHTS

Last year, the Foundation had three revenue streams: Up to 5 percent of the four-quarter investment value; donor contributions; and interest and dividends that come in the form of cash. The only amount that is projected is $58,625 in contributions. The other amounts are concrete, which makes putting the Foundation budget a safe process.

This year, however, we added a fourth stream: merchandise. This is the amount we are projecting to come to us for the ethics book that is being spearheaded by Fred Brown. We feel this is a conservative amount (which matches the expense of marketing the book). The result on the budget is that this project will net $0. It will be gravy if the book generates more than $5,000 in royalties.

With these four streams combined, we project $805,949.85 in revenue.

EXPENSE HIGHLIGHTS

GRANTS/AWARDS
Costs for the Foundation’s regularly funded programs are expected to be $118,953.95. This includes programs such as the Pulliam Editorial Fellowship, the First Amendment Award, the High School Essay, etc. This does not include money awarded as annual programming grants to SPJ and other outside groups. For the most part, you can think of these as regular expenses. We have added a few more to the group this year: The Harper Memorial Scholarship, the Beverly Kees Fund, the Dallas Chapter scholarship fund and the New England Chapter scholarship fund. However, we also added them in the revenue category (part of the 5 percent rolling average). The net effect on this budget is $0. We did this for the sole purpose of allowing the board to see there is money available to spend (or re-direct if possible). HOWEVER, THIS IS A PROJECT FOR THE FINANCE COMMITTEE IN THE FALL. At this time, the board is not expected to decide on what to do with this money. For one more year, we will follow our past practices.
SALARIES AND ALLOCABLE EXPENSES
In short, these are expenses associated with personnel, legal fees, building utilities, etc. Intern salaries fund the Pulliam/Kilgore Freedom of Information internships and the Post-Graduate Communications Internship. SPJ pays these costs up front, and the Foundation reimburses the Society each month.

OTHER DIRECT EXPENSES
The main item of interest here is that we are budgeting $12,500 for property taxes and $10,000 for capital improvement. We have not been required to pay property taxes in the past, but there is a possibility we will be required to do so next year. It’s best to plan as if we must pay. We worked with a tax attorney to present our best case in hopes of avoiding this fee. We historically get our bill in the spring, and at that point we will know. Of course, I could call. But I choose to lay low and draw zero attention to our situation – as our expert advised.

GIVING POTENTIAL
This budget sets the Foundation’s expenses at about $413,500, leaving up to $392,350 available to award in the form of grants. That’s about $37,000 more than last year. The finance committee, as I stated above, recommended making only $355,000 available to the Grants and Awards Committee.

In summary, if the board adopts this budget and follows the recommendation of the Awards and Grants Committee, the Foundation would be spending just under 4.5 of its available 5 percent for FY2012. This would leave about $36,000 that could be left alone to grow, used for unexpected expenses or given later in FY2012 in the form of grants.
<table>
<thead>
<tr>
<th>Proposed Budget</th>
<th>Approved Budget</th>
<th>Variance</th>
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</thead>
<tbody>
<tr>
<td>Sigma Delta Chi Foundation FY 2012</td>
<td>Sigma Delta Chi Foundation FY 2011</td>
<td></td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td><strong>Revenue</strong></td>
<td><strong>Variance</strong></td>
</tr>
<tr>
<td>Contributions/Grants</td>
<td>$ 58,625.00</td>
<td>Contributions/Grants</td>
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<tr>
<td>Interest and Dividends</td>
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<td>Interest and Dividends</td>
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<tr>
<td>Merchandise Sales</td>
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<td>Merchandise Sales</td>
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<tr>
<td>5% of Rolling Average</td>
<td>$ 428,223.57</td>
<td>5% of Rolling Average</td>
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<tr>
<td>Gift Subscriptions</td>
<td>$ -</td>
<td>Gift Subscriptions</td>
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<tr>
<td>Awards Revenue</td>
<td>$ -</td>
<td>Awards Revenue</td>
</tr>
<tr>
<td>Royalties/Membership Benefit/Supplementary</td>
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<td>Royalties/Membership Benefit/Supplementary</td>
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<tr>
<td>Management Fees - GIX</td>
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<td>Management Fees - GIX</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$ 805,245.85</strong></td>
<td><strong>Total Revenue</strong></td>
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<td><strong>Expenses</strong></td>
<td><strong>Expenses</strong></td>
<td><strong>Variance</strong></td>
</tr>
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<td>Salaries</td>
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<td>Intern Salaries/Taxes</td>
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<td>Health Insurance</td>
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<td>401K Match</td>
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<td>401K Match</td>
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<td>Employee Education/Training</td>
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<td>Employee Education/Training</td>
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<td>Payroll Related Charges</td>
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<td>Payroll Related Charges</td>
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<td>Workers Compensation Insurance</td>
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<td>Liability Insurance</td>
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<td>Property Taxes</td>
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<td>Utilities</td>
<td>$ 3,587.49</td>
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<td>Telephone</td>
<td>$ 1,585.12</td>
<td>Telephone</td>
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<tr>
<td>Building Maintenance</td>
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<tr>
<td>Capital Improvements</td>
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</tr>
<tr>
<td>Board Related Expenditures</td>
<td>$ 3,276.09</td>
<td>Board Related Expenditures</td>
</tr>
<tr>
<td>Software Maintenance/Upgrades</td>
<td>$ 5,010.61</td>
<td>Software Maintenance/Upgrades</td>
</tr>
<tr>
<td>Internet Connectivity</td>
<td>$ 294.73</td>
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</tr>
<tr>
<td>Website Design/Development</td>
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<td>Consultant/Contractor</td>
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<td>Depreciation/Amortization</td>
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<td>Depreciation/Amortization</td>
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<td>Computer Services/Consulting/Maintenance</td>
<td>$ 2,701.14</td>
<td>Computer Services/Consulting/Maintenance</td>
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<tr>
<td>Audit/Accounting Fees</td>
<td>$ 12,450.96</td>
<td>Audit/Accounting Fees</td>
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<tr>
<td>Legal Fees</td>
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<td>Legal Fees</td>
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<tr>
<td>Office Supplies</td>
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<td>Postage/Shipping</td>
<td>$ 350.00</td>
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<tr>
<td>Printing</td>
<td>$ -</td>
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</tr>
<tr>
<td>Employment Recruiting</td>
<td>$ -</td>
<td>Employment Recruiting</td>
</tr>
<tr>
<td>Dues and Subscriptions</td>
<td>$ 533.00</td>
<td>Dues and Subscriptions</td>
</tr>
<tr>
<td>Employee Travel - Local</td>
<td>$ -</td>
<td>Employee Travel - Local</td>
</tr>
<tr>
<td>Employee Travel - Events</td>
<td>$ 2,570.06</td>
<td>Employee Travel - Events</td>
</tr>
<tr>
<td>Merchant Fees/Credit Card Processing</td>
<td>$ 500.00</td>
<td>Merchant Fees/Credit Card Processing</td>
</tr>
<tr>
<td>Investment Account Fees/Bookkeeping Fees</td>
<td>$ 500.00</td>
<td>Investment Account Fees/Bookkeeping Fees</td>
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<td>Interest Expense</td>
<td>$ 617.30</td>
<td>Interest Expense</td>
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<td>401K/POP Related Charges</td>
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<td>401K/POP Related Charges</td>
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<tr>
<td>Contingency/Grants/Advances</td>
<td>$ 18,953.95</td>
<td>Contingency/Grants/Advances</td>
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<td>Fundraising Expenses</td>
<td>$ 29,604.00</td>
<td>Fundraising Expenses</td>
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<tr>
<td>Outside Services</td>
<td>$ 2,200.00</td>
<td>Outside Services</td>
</tr>
<tr>
<td>Facilities Rental</td>
<td>$ -</td>
<td>Facilities Rental</td>
</tr>
<tr>
<td>Marketing</td>
<td>$ -</td>
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</tr>
<tr>
<td>Free Lunch Labor</td>
<td>$ -</td>
<td>Free Lunch Labor</td>
</tr>
<tr>
<td>Participant Travel</td>
<td>$ 2,050.00</td>
<td>Participant Travel</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 419,650.12</strong></td>
<td><strong>Total Expenses</strong></td>
</tr>
<tr>
<td><strong>Net Change in Assets</strong></td>
<td><strong>$ 392,349.74</strong></td>
<td><strong>Net Change in Assets</strong></td>
</tr>
</tbody>
</table>
VARIANCE REPORT

Below is an explanation of some of the significant revenue and expense variations between the proposed Fiscal Year 2012 budget and the approved Fiscal Year 2011 budget. Only variances of at least $1,500 are addressed in this report.

REVENUE

CONTRIBUTIONS/GRANTS
Based on the success of past hand-written appeals, we are projecting an extra $4,000 from that campaign. We are also budgeting for $2,500 in online donations. This was not included last year. The remainder of the variance is the result of small increases in each of the other campaigns.

INTEREST AND DIVIDENDS
This is a simple reflection of the market.

MERCHANDISE SALES
This $5,000 is the projected royalties from sales of the Ethics Book. If this edition is as successful as past editions, this is a very low estimate. But, we felt, it was a safe one.

5% OF ROLLING AVERAGE
This is a simple reflection of our portfolio growth over the previous year.

EXPENSES

SALARIES
This includes a projected 4 percent raise for staff.

HEALTH INSURANCE
A projected 15 percent increase, based on an estimate from our insurance agent.

CAPITAL IMPROVEMENTS
No money was budgeted for capital improvements last year. This year it has been added as an operational cost.

SOFTWARE MAINTENANCE/UPGRADES
Our three-year maintenance agreement with our database company expires July 31, 2011. The increase is related to the yearly fee that begins Aug. 1.

COMPUTER SERVICES/CONSULTING/MAINTENANCE
This is the result of the SPJ tightening its belt in this area. Because the Foundation shares these costs as part of a “managed expense,” the savings carried over to SDX.

LEGAL FEES
In the past several years, the SDX Foundation has not actually paid its share of the legal retainer fee. This was an oversight. This amount represents about 20 percent of the total bill.

EMPLOYEE TRAVEL - EVENTS
The increase includes money for travel to meet with potential funders/donors.
CONTRIBUTIONS/GRANTS/AWARDS
We will now be giving about $5,000 from the Harper Scholarship Fund. Last year, we gave just under $1,000. Also, we left out $4,200 in expenses for the Pulliam Editorial Fellowship last year. This was a staff error. We also set aside $5,000 for additional promotion of the Ethics Book. The remaining variance is a mirage. Because we included "revenue" from a few dormant funds, such as the Beverly Kees, New England and Dallas Chapter fund, we included those expenses here so there would be a negligible impact on the bottom line.

FUNDRAISING EXPENSE
We aren't projecting any new initiatives. This variance is a result of increased costs associated with postage and printing.

OUTSIDE SERVICES
Like the Contributions/Grants/Awards, this variance is the result of a budgeting omission in FY2011 related to the Pulliam Editorial Fellowship.
<table>
<thead>
<tr>
<th>Category</th>
<th>Archibald Scholarship Fund</th>
<th>Beverly Keys Scholarship Fund</th>
<th>Dallas Pro Chapter Scholarship Fund</th>
<th>Terry Harper Scholarship Fund</th>
<th>New England of Information Pro Chapter Scholarship Fund</th>
<th>Freedom Fellowship Fund</th>
<th>Pullman Taftooff Fund</th>
<th>Professional Development Fund</th>
<th>Ethics Fund</th>
<th>Quill &amp; Quill Fund</th>
<th>Pullman General Fund</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>Gifts/donations</td>
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<tr>
<td>Interest and dividend</td>
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<td>Administrative</td>
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<td>Merchandise Sales</td>
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<td>Miscellaneous</td>
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<td><strong>Expenditures</strong></td>
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<td>Salaries</td>
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<td>Benefits</td>
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<tr>
<td>Supplies</td>
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<td>Communication</td>
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<tr>
<td>Postage</td>
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<tr>
<td>Website Development/Maintenance</td>
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</tr>
<tr>
<td><strong>Total Revenue</strong></td>
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<td>935.53</td>
<td>1,985.77</td>
<td>957.75</td>
<td>3,016.03</td>
<td></td>
<td></td>
<td>1,959.43</td>
<td>3,421.94</td>
<td>1,784.42</td>
<td>391,107.18</td>
<td>394,794.54</td>
</tr>
</tbody>
</table>

---

**Notes:**
- All amounts are in dollars.
- Revenue and expenditure items may not sum to totals due to rounding.
- Specific revenue and expenditure categories may be combined for brevity.
- Total amounts are calculated by summing corresponding columns.

---

**Additional Information:**
- The table above represents a balance sheet, showing income and expenses for various organizational activities.
- The totals reflect the cumulative impact of all activities, providing a comprehensive view of the organization's financial health.
- Further analysis would be required to understand the specific implications of these figures.
<table>
<thead>
<tr>
<th>Category</th>
<th>December 31, 2010</th>
<th>March 31, 2010</th>
<th>June 30, 2010</th>
<th>September 30, 2010</th>
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<td>NCB - General Funds</td>
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<td>$73,029.39</td>
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<td>$10,000.00</td>
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<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
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<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>NCB - Terry Harper Scholarship Fund</td>
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<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
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<tr>
<td>NCB - Ethnic Fund</td>
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<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Total NCB</strong></td>
<td><strong>$179,029.39</strong></td>
<td><strong>$273,029.39</strong></td>
<td><strong>$373,029.39</strong></td>
<td><strong>$473,029.39</strong></td>
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<td>$4,083,726.90</td>
<td>$5,866,734.13</td>
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<td>Professional Development - Charles Schwab</td>
<td>$75,283.27</td>
<td>$68,036.15</td>
<td>$70,747.63</td>
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<td>Archbold Scholarship - Charles Schwab</td>
<td>$97,986.37</td>
<td>$83,025.70</td>
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<tr>
<td>POI - Charles Schwab</td>
<td>$445,341.93</td>
<td>$425,783.68</td>
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<td>Talihoff Fund - Charles Schwab</td>
<td>$6,113.88</td>
<td>$6,695.50</td>
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<td>Beverly Keys</td>
<td>$13,882.37</td>
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<td>Stevens Bureaux</td>
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<td>$0.00</td>
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<td>T. Harper Scholarship</td>
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<td>$0.00</td>
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<td><strong>Total Charles Schwab General Committing</strong></td>
<td>$78,847,019.44</td>
<td>$73,351,366.67</td>
<td>$77,723,801.12</td>
<td>$83,170,739.89</td>
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<td>Pullman Editorial - Charles Schwab</td>
<td>$2,636,538.23</td>
<td>$2,548,330.25</td>
<td>$2,640,059.72</td>
<td>$2,818,655.65</td>
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<td>Golf Endowment - Charles Schwab</td>
<td>$225,342.14</td>
<td>$230,236.14</td>
<td>$231,704.91</td>
<td>$234,176.55</td>
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<td><strong>Total Cash and FMV of Charles Schwab</strong></td>
<td><strong>$10,726,772.44</strong></td>
<td><strong>$10,366,883.42</strong></td>
<td><strong>$10,662,649.38</strong></td>
<td><strong>$11,208,511.11</strong></td>
</tr>
<tr>
<td><strong>Per Balance Sheet</strong></td>
<td><strong>$10,726,772.44</strong></td>
<td><strong>$10,366,883.42</strong></td>
<td><strong>$10,662,649.38</strong></td>
<td><strong>$11,208,511.11</strong></td>
</tr>
<tr>
<td><strong>Check</strong></td>
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<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
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<td><strong>Dividends Paid Pullman General and Pullman Editorial</strong></td>
<td><strong>$48,007.36</strong></td>
<td><strong>$55,759.81</strong></td>
<td><strong>$57,708.68</strong></td>
<td><strong>$54,623.64</strong></td>
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<td><strong>Other Dividends</strong></td>
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<td><strong>$40,255.54</strong></td>
<td><strong>$93,414.98</strong></td>
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<td><strong>$74,012.91</strong></td>
<td><strong>$97,964.23</strong></td>
<td><strong>$148,038.62</strong></td>
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<td><strong>Total Dividends</strong></td>
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<td><strong>$238,333.55</strong></td>
<td><strong>$252,438.94</strong></td>
<td><strong>$297,438.94</strong></td>
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<td><strong>Average</strong></td>
<td><strong>$2,586,070.07</strong></td>
<td><strong>$2,568,070.07</strong></td>
<td><strong>$2,546,070.07</strong></td>
<td><strong>$2,528,070.07</strong></td>
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<td><strong>Class Dividends Paid</strong></td>
<td><strong>$117,030.92</strong></td>
<td><strong>$117,030.92</strong></td>
<td><strong>$117,030.92</strong></td>
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<td><strong>Quarterly Amount Subject to 5% Balance</strong></td>
<td><strong>$80,412.93</strong></td>
<td><strong>$80,412.93</strong></td>
<td><strong>$80,412.93</strong></td>
<td><strong>$80,412.93</strong></td>
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<td><strong>Golf Endowment - Not Subject to 5% Rule</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
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<td><strong>Cash Dividends Paid Prior Four Quarters</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
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<tr>
<td><strong>Total Amount Available for FYE 2012</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
<td><strong>$10,292,549.84</strong></td>
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<tr>
<td><strong>Beverly Keys Scholarship Fund</strong></td>
<td><strong>$15,381.27</strong></td>
<td><strong>$14,874.37</strong></td>
<td><strong>$15,363.68</strong></td>
<td><strong>$15,287.22</strong></td>
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<td><strong>Dallas Pro Chapter Scholarship Fund</strong></td>
<td><strong>$27,904.93</strong></td>
<td><strong>$27,944.93</strong></td>
<td><strong>$27,944.93</strong></td>
<td><strong>$27,944.93</strong></td>
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<td><strong>Terry Harper Scholarship Fund</strong></td>
<td><strong>$36,648.76</strong></td>
<td><strong>$32,359.54</strong></td>
<td><strong>$32,670.28</strong></td>
<td><strong>$31,018.14</strong></td>
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<td><strong>$1,050.00</strong></td>
<td><strong>$1,050.00</strong></td>
<td><strong>$1,050.00</strong></td>
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<tr>
<td><strong>Total Assets</strong></td>
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<td><strong>$10,366,883.42</strong></td>
<td><strong>$10,692,883.48</strong></td>
<td><strong>$11,205,811.11</strong></td>
</tr>
<tr>
<td><strong>Total Assets Per Balance Sheet</strong></td>
<td><strong>$10,726,772.24</strong></td>
<td><strong>$10,366,883.42</strong></td>
<td><strong>$10,692,883.48</strong></td>
<td><strong>$11,205,811.11</strong></td>
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- 11 -
<table>
<thead>
<tr>
<th>Item</th>
<th>SDX</th>
<th>Master Allocate expenses</th>
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<td>Salaries</td>
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<td>Employee Education/Training</td>
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<td>Payroll Related Charges</td>
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<td>Workers Compensation Insurance</td>
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<td>BOP Insurance Policy</td>
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<td>Property Taxes</td>
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<td>Utilities</td>
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<td>Telephone</td>
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<td>$ 21,000.00</td>
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<td>Building Maintenance</td>
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<td>Board Related Expenditures</td>
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<td>Equipment Rental</td>
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<td>$ 9,870.00</td>
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<tr>
<td>Software Maintenance/Upgrades</td>
<td>$ 2,413.84</td>
<td>$ 1,476.00</td>
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<tr>
<td>Internet Connectivity</td>
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<td>Website Expense/Maintenance</td>
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<td>Computer Lease</td>
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<td>Legal Fees</td>
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<td>Postage/Shipping</td>
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<td>Printing</td>
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<td>Dues and Subscriptions</td>
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<td>$ 10,100.00</td>
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<tr>
<td>Employee Travel/Meals</td>
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<td>$ 22,000.00</td>
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<td>Merchant Fees/Credit Card Processing</td>
<td>$ -</td>
<td>$ 500.00</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>401kRelated Charges</td>
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<td>Contributions/Grants/Awards</td>
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<td>Outside Services</td>
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<td>$ -</td>
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<tr>
<td>Events, Meals and Banquets</td>
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<td>$ -</td>
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<td>Facilities Rental</td>
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<td>Participant Travel</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$ 36,301.36</strong></td>
<td><strong>$ 338,718.92</strong></td>
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## FY 2012

### Board Expenses

<table>
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<tr>
<th>Fund</th>
<th>Account</th>
<th>Item</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Board-Related Expense</td>
<td>Flowers/ Tokens</td>
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<td>Pulliam General</td>
<td>Board-Related Expense</td>
<td>Spring Board Reception</td>
<td>24</td>
<td>$30.00</td>
<td>$720.00</td>
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<td>Board-Related Expense</td>
<td>Spring Board Refreshments</td>
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<td>Board-Related Expense</td>
<td>Board Packets</td>
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### Employee Travel

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<th>Total</th>
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<tbody>
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<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Convention Hotel</td>
<td>6</td>
<td>$150.00</td>
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<td>Pulliam General</td>
<td>Employee Travel</td>
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<td>Pulliam General</td>
<td>Employee Travel</td>
<td>Convention Meals</td>
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<td>Pulliam General</td>
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### Staff Development

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<th>Quantity</th>
<th>Per Unit Cost</th>
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<tbody>
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<td>Pulliam General</td>
<td>Dues and Subscriptions</td>
<td>AFP Membership</td>
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### Audit/Accounting Fees

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<tr>
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<th>Account</th>
<th>Item</th>
<th>Quantity</th>
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<th>Total</th>
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<td>Audit/Accounting Fees</td>
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### Property Taxes

$12,600.00

### Capital Improvements

$10,000.00

### Bank/Investment

$600.00

### Merchant Fees/Credit Card Processing

$600.00

### Office Supplies

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total</th>
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<td>Pulliam General</td>
<td>Office Supplies</td>
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### Software Issues

<table>
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<tbody>
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<td>Pulliam General</td>
<td>Software Maintenance/Upgrades</td>
<td>IMIS Fund Raising Module License</td>
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<td>Pulliam General</td>
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<td>Pulliam General</td>
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<td>Computer Services/Consulting/</td>
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<tr>
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$45,999.00
## SDX Foundation Fund Raising Budget: 2011-2012

### Revenue

<table>
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<tr>
<th>Account</th>
<th>Item Description</th>
<th>No. Contacts</th>
<th>No. Responses</th>
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<tr>
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<td>Contributions Fall Appeal</td>
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<td>Pulliam General</td>
<td>Contributions Fall Handwritten Card</td>
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<td>Pulliam General</td>
<td>Contributions Fall Newsletter</td>
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<td>$50</td>
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<td>Contributions Annual Report</td>
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<td>Contributions Tax Statement</td>
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<td>Contributions Renewed/Student Handwritten Appeal</td>
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<td>Contributions Spring Newsletter</td>
<td>5,200</td>
<td>104</td>
<td>$55</td>
<td>$5,720</td>
<td>(assumes 2% response)</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Contributions Invoice Appeal</td>
<td>8,000</td>
<td>125</td>
<td>$60</td>
<td>$8,125</td>
<td>(assumes averages based on previous years)</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Contributions Ready to Lapas Handwritten Appeal</td>
<td>200</td>
<td>20</td>
<td>$100</td>
<td>$2,000</td>
<td>(assumes 10% response)</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Contributions Leadership Giving</td>
<td>44</td>
<td>35</td>
<td>$550</td>
<td>$19,360</td>
<td>(assumes 80% response)</td>
</tr>
<tr>
<td></td>
<td>Contributions Online Giving</td>
<td></td>
<td>20</td>
<td>$129</td>
<td>$2,580</td>
<td>(assumes averages based on previous years)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$59,625</td>
<td></td>
</tr>
</tbody>
</table>

### Expenses

#### Fall Appeal

<table>
<thead>
<tr>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Letterhead</td>
<td>2,500</td>
<td>$600.00</td>
<td>$1,500.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Carrier Envelope</td>
<td>2,500</td>
<td>$260.00</td>
<td>$650.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Return Device</td>
<td>2,500</td>
<td>0.44</td>
<td>$200.00</td>
<td>first class postage</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Postage</td>
<td>2,500</td>
<td>0.176</td>
<td>$440.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Mail House Fees</td>
<td></td>
<td></td>
<td>$2,490.00</td>
<td></td>
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</tbody>
</table>

#### Fall Handwritten Card

<table>
<thead>
<tr>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Note Cards</td>
<td>800</td>
<td>$2.50</td>
<td>$2,000.00</td>
<td>should be enough for 2yr supply</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Carrier Envelope</td>
<td>800</td>
<td>$2.50</td>
<td>$2,000.00</td>
<td>should be enough for 2yr supply</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Return Device</td>
<td>800</td>
<td>$1.00</td>
<td>$800.00</td>
<td>should be enough for 2yr supply</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Postage</td>
<td>800</td>
<td>$0.88</td>
<td>$704.00</td>
<td>includes reply postage</td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Vendor Fees</td>
<td>800</td>
<td>$1.60</td>
<td>$1,280.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,744.00</td>
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</table>

#### Fall Newsletter

<table>
<thead>
<tr>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Newsletter Printing</td>
<td>5400</td>
<td>$1.27</td>
<td>$6,840.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Return Device</td>
<td>5400</td>
<td>$0.98</td>
<td>$5,328.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Postage</td>
<td>5400</td>
<td>$0.25</td>
<td>$1,350.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Mail House Fees</td>
<td>5400</td>
<td>$0.41</td>
<td>$2,224.00</td>
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#### Annual Report

<table>
<thead>
<tr>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Printing costs</td>
<td>5400</td>
<td>$3.70</td>
<td>$20,380.00</td>
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<tr>
<td>Pulliam General</td>
<td>Fund Raising Return Device</td>
<td>5400</td>
<td>$0.83</td>
<td>$4,524.00</td>
<td></td>
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<tr>
<td>Pulliam General</td>
<td>Fund Raising Postage</td>
<td>5400</td>
<td>$0.25</td>
<td>$1,350.00</td>
<td></td>
</tr>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Mail House Fees</td>
<td>5400</td>
<td>$0.63</td>
<td>$3,438.00</td>
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#### Tax Statement

<table>
<thead>
<tr>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulliam General</td>
<td>Fund Raising Receipt Blankes</td>
<td>600</td>
<td>$0.00</td>
<td>$0.00</td>
<td>in stock</td>
</tr>
</tbody>
</table>
### SDX Fundraising Budget 2012

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Carrier Envelopes</td>
<td>600</td>
<td>$0.00</td>
<td>$0.00</td>
<td>in stock</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Reply Envelopes</td>
<td>600</td>
<td>$0.00</td>
<td>$350.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>600</td>
<td>$0.44</td>
<td>$266.00</td>
<td></td>
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</table>

### Invoice Appeal

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Invoice Inserts</td>
<td>9,000</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
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</table>

### New/Renewal/Student

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Note Cards</td>
<td>2000</td>
<td>$120.00</td>
<td>$240,000</td>
<td>in stock</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Carrier Envelope</td>
<td>2000</td>
<td>$144.00</td>
<td>$288,000</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Return Device</td>
<td>2000</td>
<td>$178.00</td>
<td>$356,000</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>2000</td>
<td>$1,150.00</td>
<td>$3,430.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Vendor Fees</td>
<td>2000</td>
<td>$5,704.00</td>
<td>$11,408.00</td>
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</table>

### Spring Newsletter

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Newsletter Printing</td>
<td>5400</td>
<td>$1.00</td>
<td>$5,400.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Return Device</td>
<td>5400</td>
<td>$0.50</td>
<td>$2,700.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>5400</td>
<td>$0.88</td>
<td>$4,752.00</td>
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</table>

### Ready to Lapse Handwritten Appeal

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Carrier Envelope</td>
<td>200</td>
<td>$0.00</td>
<td>$200.00</td>
<td>will be a 2 yr supply</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Postage</td>
<td>200</td>
<td>$0.00</td>
<td>$200.00</td>
<td>in stock</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Return Device</td>
<td>200</td>
<td>$0.88</td>
<td>$176.00</td>
<td>includes reply postage</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Vendor Fees</td>
<td>200</td>
<td>$1.80</td>
<td>$360.00</td>
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</table>

### Donor Stewardship

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Letterhead</td>
<td>800</td>
<td>$0.00</td>
<td>$0.00</td>
<td>in stock</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Carrier Envelope</td>
<td>600</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Thank You Letter/Postage</td>
<td>600</td>
<td>$0.44</td>
<td>$264.00</td>
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### Planned Giving

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fund Raising</td>
<td>Planned Giving Insert</td>
<td>6000</td>
<td>$500.00</td>
<td></td>
<td></td>
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</tbody>
</table>

### Grant Seeking

<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Item Description</th>
<th>Quantity</th>
<th>Per Unit Cost</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puliam General</td>
<td>Fundraising</td>
<td>Airfare</td>
<td>4</td>
<td>$200.00</td>
<td>$1,200.00</td>
<td>2 trips, 2 people</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fundraising</td>
<td>Hotel</td>
<td>4</td>
<td>$120.00</td>
<td>$480.00</td>
<td>2 nights, 2 people</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fundraising</td>
<td>Rental Car</td>
<td>2</td>
<td>$100.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>Puliam General</td>
<td>Fundraising</td>
<td>Meals</td>
<td>4</td>
<td>$100.00</td>
<td>$400.00</td>
<td>$50 per day, 2 ppl, 4 days</td>
</tr>
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</table>

**Total:** $28,904.00
<table>
<thead>
<tr>
<th>Fund</th>
<th>Account</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Post Grad Communication Intern</td>
<td>Intern Salaries/Taxes</td>
<td>$21,000.00 (Intern Salary)</td>
</tr>
<tr>
<td>Pro Development</td>
<td>Outside Services</td>
<td>$0.00 (Advisor Stipend)</td>
</tr>
<tr>
<td>Pro Development</td>
<td>TOTAL</td>
<td>$21,000.00</td>
</tr>
<tr>
<td>Puliam Editorial Fellowship</td>
<td>Awards</td>
<td>Amount</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Awards</td>
<td>$75,000.00 Fellowship</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Awards</td>
<td>$200,000.00 Editorial Fellowship Plaque and presentation materials</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Awards</td>
<td>$4,000.00 NCEW Luncheon sponsorship</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Outside Services</td>
<td>$1,500.00 Judges stipends (3 @ $500 each)</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Printing</td>
<td>$0.00</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Postage/Shipping</td>
<td>$100.00</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Telephone</td>
<td>$0.00 Judges Conference Call</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Participant Travel</td>
<td>$1,000.00 Fellow NCEW event participation ($350 flight/$500 hotel/$150 misc.)</td>
</tr>
<tr>
<td>Puliam Editorial</td>
<td>Employee Travel</td>
<td>$1,000.00 Staff Rep NCEW event participation ($350 flight/$500 hotel/$150 misc.)</td>
</tr>
<tr>
<td>Puliam Kilgore Interns</td>
<td>Board Related Expense</td>
<td>$1,000.00 Board Rep NCEW event participation ($350 flight/$500 hotel/$150 misc.)</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Intern Salaries/Taxes</td>
<td>$9,000 (2 interns; 10 weeks at $400 per week plus taxes)</td>
</tr>
<tr>
<td>Puliam General</td>
<td>TOTAL</td>
<td>$9,000</td>
</tr>
<tr>
<td>Puliam First Amendment Award</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Awards</td>
<td>$10,000.00 award</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Outside Services</td>
<td>$700.00 plaque</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Telephone</td>
<td>$0.00 Judges Conference Call</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Postage/Shipping</td>
<td>$100.00 Judging Packets Shipping</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Participant Travel</td>
<td>$1,050.00 Recipient event participation ($400 flight/$500 hotel/$150 misc.)</td>
</tr>
<tr>
<td>Puliam First Amendment Award</td>
<td>TOTAL</td>
<td>$11,850.00</td>
</tr>
<tr>
<td>High School Essay Contest</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Awards</td>
<td>$1,850.00 $1,000, $500, $350 scholarships</td>
</tr>
<tr>
<td>Puliam General</td>
<td>Postage/Shipping</td>
<td>$100.00</td>
</tr>
<tr>
<td>Puliam General</td>
<td>TOTAL</td>
<td>$1,950.00</td>
</tr>
<tr>
<td>Archibald Communications Intern</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>Archibald</td>
<td>Intern Salaries/Taxes</td>
<td>$3,940.00 (10 weeks at $400 per week plus taxes)</td>
</tr>
<tr>
<td>Archibald</td>
<td>TOTAL</td>
<td>$3,940.00</td>
</tr>
<tr>
<td>Taishoff Speaker</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>Taishoff</td>
<td>Grants</td>
<td>$2,080.00</td>
</tr>
<tr>
<td>Taishoff</td>
<td>TOTAL</td>
<td>$2,080.00</td>
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<tr>
<td>R.D.G. Lewis First Amendment Award</td>
<td>Account</td>
<td>Amount</td>
</tr>
<tr>
<td>FOI</td>
<td>Awards</td>
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<tr>
<td>FOI</td>
<td>TOTAL</td>
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Sigma Delta Chi Foundation Expense Summary  
FY 2012

<table>
<thead>
<tr>
<th>Income</th>
<th>$526,225.47</th>
</tr>
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<tbody>
<tr>
<td>5% Rolling Avg.</td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$58,625.00</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>$216,099.38</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$805,949.85</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>$118,953.95</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants/Awards</td>
<td></td>
</tr>
<tr>
<td>Allocable (shared expenses with SPJ) Expenses</td>
<td>$36,301.36</td>
</tr>
<tr>
<td>Salaries, Benefits of SDX staff and shared SPJ Staff</td>
<td>$143,251.80</td>
</tr>
<tr>
<td>Intern Salaries</td>
<td>$33,940.00</td>
</tr>
<tr>
<td>Fundraising Related Expenses</td>
<td>$28,604.00</td>
</tr>
<tr>
<td>Other Direct Expenses</td>
<td>$52,549.00</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$413,600.12</td>
</tr>
<tr>
<td>Net Surplus</td>
<td>$392,349.74</td>
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| Grants and Awards Detail        |             |
| Pulliam Editorial Fellow        | $79,200.00  |
| Quill                           | $12,369.80  |
| Taishoff                        | $2,680.00   |
| Beverly Keys Scholarship        | $636.34     |
| Dallas Pro Scholarship          | $1,399.75   |
| Terry Harper Scholarship        | $5,058.07   |
| Ethics Book                     | $5,000.00   |
| New England Pro Scholarship     | $60.00      |
| First Amendment Award           | $10,000.00  |
| High School Essay               | $1,850.00   |
| RDG Lewis First Amend           | $500.00     |

| Other Direct Expense Detail     | $118,953.95 |
| Accounting Fees                 | $12,000.00  |
| Board Related                   | $2,276.00   |
| Employee Travel/Education       | $4,223.00   |
| Software Maintenance            | $3,500.00   |
| Property Tax                    | $12,500.00  |
| Capital Improvements            | $10,000.00  |
| Other                           | $8,050.00   |
| Total                           | $52,549.00  |
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
OCT. 4, 2010
PLANET HOLLYWOOD, LAS VEGAS

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 Monday, Oct. 4, 2010 at Planet Hollywood hotel in Las Vegas.

ROLL CALL
In addition to Geimann, the following board members were present: Vice-President Robert Leger; Treasurer Howard Dubin; Directors Dave Aikens, Sonny Albarado, Fred Brown, David Carlson, Al Cross, John Ensslin, Jay Evensen, Todd Gillman, Liz Hansen, Bill Ketter, Jane Kirtley, Sue Kopen Katceff, Al La evade, Sally Lehrman, Hagit Limor, Darcie Lunsford, Dori Maynard, Mac McKerral, Sue Porter, Neil Ralston, Kevin Smith, and Jeremy Steele.

Staff members present included Executive Director Joe Skeez, Assistant Executive Director Chris Vachon; and Director of Development Amy Posavac.

APPROVAL OF MINUTES
Geimann requested a few typographical corrections to the minutes of the April 18, 2010 board meeting. Also, SPJ appointees Steele, Albarado, Hansen and Ensslin were left out of the roll call.

Upon proper motion and second by Dubin and Limor, respectively, the board approved the amended minutes of the April 18, 2010 board of directors meeting.

SDX FOUNDATION PRESIDENT’S REPORT
SDX President Geimann reports the Foundation has returned to awarding the Pulliam Editorial Fellowship. Twenty-one applications we received, in part due to the expansion of the criteria – allowing columnists to apply. This year’s recipient was a columnist.

Geimann reports the Foundation will be seeing a more active Finance Committee, as it takes a hands-on role in approving the Foundation’s annual budget.

SPJ PRESIDENT’S REPORT
SPJ President Smith reported on the Shield bill. Legal counsel advised that if the bill isn’t passed now, it could likely be five more years. The main obstacle continues to be the definition of a journalist. The current bill has the backing of the House, Executive Branch, the Attorney General as well as the Senate Judiciary Committee. Smith said he feels it has the votes to pass if the bill is brought to the Senate floor. However, it is being held up by one Senator.
SPJ is enjoying a slight increase in members. Membership rolls include 8,250 people to date, which is up 750 from January.

SPJ is also enjoying a budget surplus, thanks to Joe Skeel’s hard work and support from the SDX Foundation.

Smith also reports that SPJ has started its first official international chapter in Qatar, at an extension campus of Northwestern. The chapter boasts 36 members.

SPJ has begun awarding Diversity Fellowships again.

SPJ extends its thanks to Dave Cuillier for his summer FOI tour “Access Across America.”

Smith reports that the Bylaws Committee has been busy, and chapters can now download a template of model bylaws for their use.

Gratz inquired as to how our international chapter will adhere to SPJ’s Code of Ethics. Smith states that we likely won’t change what we do, but these talks are still early.

**TREASURER’S REPORT**
Dubin reports that we are no longer paying any management fees for our investments.

The Foundation Finance Committee will become more involved in the annual budget process, much like SPJ. The Committee will have a conference call in February to approve the budget.

Skeel has been tasked with simplifying the Foundation’s list of funds so that the committee can work to “clean up” the accounts.

**GRANTS AND AWARDS COMMITTEE REPORT**
Committee Chair Leger reports that the Grants and Awards Committee will meet tomorrow to review who received funds from the Foundation, and be sure it was spent as indicated.

**EXECUTIVE DIRECTOR’S REPORT**
Skeel reports that membership is on par with 2009; we are gaining ground and trending up.

SPJ ended the year with a $35,000 budget surplus.

There are 750 attendees at Convention this week, 200 more paid attendees than budgeted.

Skeel reminds the board to sign and return the Conflict of Interest Policy, so that we may have it on file.
DIRECTOR OF DEVELOPMENT'S REPORT
Posavac reports that the Development Committee met yesterday, and came up with a laundry list of things for the Foundation to work on. One item of special note: it seems we need to get our foot in the door with regards to grants from other Foundations. We will add some money for travel into our budget for fiscal year 2012 so that we may visit with these groups face to face.

Development efforts since our last meeting included a new phone campaign. Posavac reports the results were good enough to try another campaign in the future. We will continue to develop the appeals that work, and move forward to find new revenue possibilities.

Kirtley brought up the issue of member’s privacy with regards to our phone campaign. Posavac explained that the Foundation’s vendor is quite reputable, and by law, has to remove any phone number per a member’s request.

Carlson would like the Foundation to create and provide a list of the relationships we’re developing.

CONVENTION REPORT
Vachon reports that SPJ used 140 percent of its room block at the hotel for this Convention. The number of sponsors has increased, as has the number of exhibitors.

The web site and the call for programs for the 2011 Convention is already up and running. In teaming up with RTDNA the name for next year will be “Excellence in Journalism 2011.” Vachon made it clear that even with our partnership with RTDNA, 2011 will be ONE convention, not two separate groups sharing space.

Next year SPJ has budgeted for 4,000 attendees, 750 of them being paid attendees.

Staff shared the location decision for the 2012 Convention.

OFFICER AND DIRECTOR ELECTIONS
Governance Committee Chair Gratz asked the board to approve the following slate of SDX-nominated directors for three-year terms, ending in 2013:

Steve Geimann
Dave Carlson
Al Cross
Howard Dubin
Hoag Levins
Russ Pulliam
Dave Aeikens
Upon proper motion and second by Gratz and Limor, respectively, the board passed the slate of directors.

The Committee asked the board to approve the slate of Officers:

Steve Geimann, President
Robert Leger, Vice President
Howard Dubin, Treasurer
Irwin Gratz, Secretary

Upon proper motion and second by Brown and Carlson, respectively, the board passed the slate of officers.

Kirtley suggested that the Foundation refrain from having all former SPJ presidents as SDX officers. Geimann notes that Limor will appoint SPJ members to the Foundation’s board.

DISCUSSION ITEMS

1. Ethics book update: Brown reports the new ethics book is ready to be printed, and should be available after January 1. Still adding some updated case studies.

2. History Book: Leger has discovered an association of historians, and will meet with them to rustle up some writers. He will probably look to SDX for funding to pay authors. Marion Street Press came back with the best quote, as well as some options for distribution and marketing. The most attractive option being: Marion Street would fulfill all orders, with SPJ receiving 10 percent royalty. Members could buy the book at a discount, and there would be no cost to SPJ.

3. Access Across America recap: Geimann reports on the success of Dave Cuillier’s FOI trip across the country this summer, and is pleased that the Foundation was able to support the effort.

Upon proper motion and second, the board adjourned the meeting at 10:40 a.m., Oct. 4, 2010.
MEMORANDUM

DATE: April 17, 2011
FROM: Robert Leger & the Grants and Awards Committee
SUBJ: Grant recommendations
FOR: SDX Foundation Board of Directors

The Grants Committee – Jodi Cleesattle, Al Cross, Jane Kirtley, Hoag Levins, Mac McKerral and I – came to consensus on recommending full or partial funding for eight requests this year, with only minor disagreements during our conference call. (Brian Eckert was unable to join us).

We recommend full funding for:

✓ SPJ Training Place, $198,754. This grant represents a departure from past practice. SPJ wrapped all of its training programs into a single request, rather than making separate requests for each program. The request notes this will give the staff and SPJ leadership the flexibility to quickly react to changing training needs. If one program attracts larger crowds while another has more modest turnout, for instance, the staff could shift money to the more popular program. Some committee members expressed concerns about how such decisions would be made, and the motion to recommend approval included a stated expectation that staff would remain open to input from SPJ officers and the professional development committee.


✓ SPJ Mark of Excellence awards staffing, $27,201.

✓ SPJ Chapter Programming Grants, $9,619

✓ SPJ Diversity Committee, fellows program, $8,300. (This is for the 2012 convention.)

✓ NFOIC Project Sunshine, with all money dedicated to travel for Sunshine chairs and other attendees. $10,000.

We recommend partial funding for:

✓ Student Press Law Center, $7,800 of the $8,750 requested. The committee enthusiastically supported the idea of a legal orientation kit for new college editors. The $950 we recommend be removed from the grant would pay for design and production of a poster promoting SPLC.
✓ Reporters Committee for Freedom of the Press, $13,900 of the $15,000 requested. The lower amount is to keep us within the $355,000 budgeted for grants.

We recommend no funding for:
✓ California Scholastic Journalism Initiative (more on this at the end of this note).
✓ Greater LA Chapter of SPJ (this request should be directed to a chapter programming grant.)
✓ John Carney Sr.
✓ Palmetto Sunshine
✓ Valid Sources
✓ University of Idaho

The California Scholastic Journalism Initiative request promoted a great deal of discussion on the committee. Several members liked the idea of an effort aimed at protecting and improving high school journalism classes, which help develop interest in journalism among teens and promote appreciation for the First Amendment.

Two major concerns, however, kept us from recommending funding: a lack of collaboration with other scholastic journalism groups and no apparent plan for turning white papers into action. If the full board accepts our recommendations, we will encourage this group to make another request next year that addresses these shortcomings.
MEMORANDUM

DATE: April 17, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Staff Report
FOR: SDX Foundation Board of Directors

Customarily, this report highlights all the work staff has done (and will do) to move SPJ and the SDX Foundation forward. However, I have attempted to hone in on issues related to the Foundation. Because of that, I have left out some information about SPJ, such as an update on awards and communication. Should you wish to read more about SPJ, I'd be happy to provide a copy of the report I prepared for the SPJ board.

With that said, since joining SPJ staff in 2005, I can't remember a time when there was more collaboration between staff and volunteers. We have learned to lean on volunteers a bit more. And it seems volunteers have been more open about reaching out to staff. It is my hope that this improving relationship will continue to blossom, while keeping the division of leadership and management clearly separate. This, I believe, will allow us to be the best that we can be.

To do most of what we want, however, SPJ and the SDX Foundation must be financially stable. And I'm happy to report that both are. As of Jan. 31, SPJ was tracking about $35,000 ahead of budget, with about $209,000 of unrestricted cash. Of course, things change quickly, and we will have a much better idea of where we stand at the close of the third quarter (April 30). Thanks to an improving market and economy, the Foundation's corpus is holding up well.

In terms of membership, SPJ is finally seeing small signs of improvement. As of March 22, we were exceeding revenue projections by 2 percent.

As I mentioned above, this past year has seen increased staff/volunteer projects. The Foundation is no exception.

After meeting during the Las Vegas convention, the Finance Committee has taken a much larger role in the Foundation's budget process. For the first time since I arrived at SPJ, the committee reviewed the proposed budget. Part of that process was to set spending limits that were passed along to the Grants Committee.

This process will help ensure that board members, not staff, have oversight of the corpus. It also ensures that the budget has been fully vetted by your peers before it is brought to you for approval.
In addition to the budget, the Finance Committee will work closely with staff to help “clean up” some of our current accounts, such as the Beverly Kees Fund and the Dallas Chapter Fund, just to name a couple.

CAPITAL IMPROVEMENTS
SPJ and the Foundation are now in the third year of a capital improvement project spearheaded by the temporary Capital Improvement Committee and chairman Bill McCloskey. Over the past three years, thanks to the generosity of the SDX Foundation, HQ has received a new roof, a new boiler, exterior paint, repaired parking lot and landscaping. On tap for the coming fiscal year: interior paint and new carpet (in that order).

These upgrades, we feel, will allow the organization to move forward with the long-talked-about concept of leasing the second floor – potentially generating an extra $35,000 of revenue per year. This is a perfect example of how committee work can lead directly to our bottom line.

Once the big projects are out of the way, we will hone in on the finer upgrades and maintenance that should be completed to make HQ as appealing as possible: sidewalk repair, exterior lighting repair, new kitchen cabinets, regular sealing of the parking lot, etc.

PARTNERSHIPS
One of my goals for the current year is to develop relationships with other journalism funders and other journalism organizations that have similar missions as SPJ and the SDX Foundation.

I’m happy to report that since our meeting last spring, the following has taken place:

- The SDX Foundation submitted a $19,000 grant request to the Gannett Foundation for JournalismTraining.org. We should know the result of that request in the coming weeks. This was done after a lengthy phone conversation with Pat Lyle, manager of the foundation. During that conversation, I was able to explain to Pat the SDX Foundation’s goals of training existing journalists – a mission we have in common. I hope to fly to Virginia in the near future to meet her in person.
- I drove to Chicago to meet with Clark Bell and Mark Hallett of the McCormick Foundation. We met to discuss the possible ways SPJ (and the Foundation) could join the fight for News Literacy. My intent in setting up the meeting was to find out what gaps (if any) we could help fill should the Foundation and SPJ find this a worthy cause. At the very least, it was a good way to begin a relationship. You may remember that Clark Bell actually attended the SPJ convention in Vegas to present an award during the Mark of Excellence Luncheon.
- Following my meeting with Clark and Mark, I reached out to Allan Miller of the News Literacy Project. Again, my intent was to learn more about this
grass roots effort and to see if there was a place for us. Next up on my list is Howard Schneider of Stony Brook University – a leader in this field.

- A day before writing this memo, Chris Vachon conducted a call with Eric Newton of the Knight Foundation. Although this call centered on Convention 2011, it was the first time a staffer had a conversation with the Knight Foundation (the nation’s largest funder of journalism programs) in three years. We were able to learn a bit about some of Knight’s goals for the coming year and will discuss whether the Foundation and SPJ could partner to help them reach their goals. I hope to arrange a meeting with Eric while I’m in Ft. Lauderdale for the July SPJ Executive Committee meeting.

- In addition to the above, SPJ has partnered with or met with the following media groups in some way or another over the past year: Scripps Howard Foundation, Radio Television Digital News Association, Online News Association, Broadcast Education Association Foundation, National Association of Black Journalists, Native American Journalists Association, Investigative Reporters and Editors, Catholic Press Association, American Copy Editor’s Society, CNN, Google, First Amendment Center, Student Press Law Center, Association of Healthcare Journalists, Knowledge Webb and the Society of American Business Writers and Editors.

While not all of these developments will lead to financial gain, my hope is that over time SPJ and the Foundation will be seen as a willing, competent partner in the journalism world. And as long as we continue to provide top-notch programs and services, we will be called upon to help others reach our common goals. It is also more likely that others will return the favor when we need a hand.

STAFF/VOLUNTEER COLLABORATION
Before closing, I’d like to share just some of the great work that has come about as a result of staff/volunteer collaboration.

- SPJ Membership Committee Chairwoman Sarah Bauer – with the aid of Linda Hall – is spearheading an effort to call lapsed members. Sarah worked to recruit about 30 volunteers to reach out to lapsed members. Of the eight or 10 folks reached by each of our volunteers, about half say they will renew. If we did this for one year, and half actually did renew, that would lead to 1,800 more members.

- Linda also provided support to Chapter Doctors Bill McCloskey and Lauren Bartlett as they worked on the dubious task of improving the online annual report form.

- SPJ recently launched an online radio program (at blogtalkradio.com) led by the Society’s Membership Committee (namely Holly Fisher). Not to be outdone, the Digital Media Committee (with efforts spearheaded by Mike Reilly) launched a weekly Twitter chat (#SPJchat) on Thursdays. Although staff helped a bit in getting them off the ground, they are now mostly operated by the committee.
• Heather Dunn worked with Kelsey Volkman and Luther Turnelle to produce spring conferences for Regions 1 and 7. She also worked with Generation J Committee Chairwoman Lynn Walsh to revive SPJ's mentor program on Facebook.

• Chris spearheaded another round of taping for our ever-expanding onDemand eCampus series (funded by the Foundation). Joining us in that effort were Dana Neuts, Dave Cuillier and Professional Development Committee Chairwoman Deb Wenger.

CONCLUSION
Upon being hired as Executive Director, I aspired to have an atmosphere where this staff/volunteer collaboration happened on a daily basis. I'll admit, however, I had no ideas on how to get us there. Yet, here we are.

Could we do more? Of course. We always can. Are there areas we must improve? No doubt about it.

But as I read (and hear first-hand) about the relationships between boards and staffs at other journalism organizations, I realize how truly fortunate we are. This synergy is not something that I take for granted. And for that, I thank you.
MEMORANDUM

DATE: April 17, 2011
FROM: Amy Posavac, Director of Development
SUBJ: Development report
FOR: SDX Foundation Board of Directors

As of March 31 we’ve received $31,000 Annual Fund dollars from 250 donors. The number of donors is neck in neck with last year’s numbers, and the number of dollars raised is down $8,500 from $39,500 at this same time last year. One item to note: We received TWO $10,000 gifts by this time last year, one of which was a straight pass-through to SPJ.

Also of note, we’re about $1,500 behind on gift income from membership invoices. It appears this is the result of a billing problem that occurred in the fall.

A look at the numbers:

- A handwritten appeal to an audience of 600 members was mailed in November, netting 114 gifts and $11,670... a 57 percent increase over last fall’s mailing. This personal, handwritten stewardship is proving to be quite successful.

- The 2009-10 Annual Report was produced, and sent to all members with a good address on file. It included financial data for SPJ and SDX, donor lists, award winners, and SDX grants. We received nearly $1,100 from this mailing.

- An appeal to $50+ donors who have lapsed and new members/never donors was mailed early the week of April 11th. The “gimmicky” ask amounts seem to be successful, so the ask amounts for these are $102 (for the 102nd anniversary of our founding) and $19.09 (in recognition of our founding year).

- A calling campaign is scheduled for the week of April 25th, in an effort to sweep up any donors who are at risk of lapsing, and missing a chance to be listed among this fiscal year’s donors. Last year our calling campaign raised $2,300 from 59 donors.

- A spring newsletter answering the question “What do you do with my donation?” is slated for late May. It will showcase the programs and activities that SPJ provides as a result of SDX grant monies. While it’s not a big money maker, it is an opportunity to be good stewards to our donors. Members who have benefited
from the services SPJ provides have been pegged to write of their experiences.

- Although it’s dropped a bit, we continue to receive gifts directly from membership invoices. So far this fiscal year, we’ve received $2,700, from 68 donors; an average gift of $39. Adding a “last gift amount” as a pre-populated field on the invoice has been proposed to maximize the income from membership invoices.

- Some additional marketing efforts have been made with regards to The 1909 Society. All members of The 1909 Society, as well as suggested bequest language to add SDX to one’s will, are now prominently listed on the SDX page of the website. Additionally, an SPJ Leads article and column ads will be featured throughout the month of April, as well as a blog entry scheduled for April 15.
## Foundation Board Member Terms

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**Bold indicates term expires in 2011**

**Italics indicates SPJ appointee for one-year term expiring in 2011.**

Expiration terms are approximate, determined by annual convention.
Schedule at a Glance

**Saturday, September 24**
8 am – Noon
RTDNA Executive Committee Meeting

Noon – 5 pm
RTDNA Board Meeting

5:30 – 7 pm
RTDNF RIAS Reception

6 – 10 pm
Sigma Delta Chi Awards Banquet
*open to all who purchase a ticket*

**Sunday, September 25**
8 am – 6 pm
Registration/Journalism Expo

9 am – Noon
SPJ Board Meeting

10 am – Noon
RTDNF RIAS Breakfast
*invite only*

1 – 2 pm
SPJ Business Session
RTDNA Business Session

2 – 3 pm
SPJ Regional Meetings

3:30 – 5 pm
Super Session

5 – 6 pm
Journalism Expo Reception
*open to all registered conference-goers*

7 – 9 pm
Opening Night Reception*

*Tentative*
Monday, September 26
8 am – 5 pm    Registration/Journalism Expo
9 am – Noon    SDX Foundation Board Meeting
9 am – Noon    Breakout Sessions
11:45 am – 1 pm    Lunch On Your Own
1 –3:45 pm    Breakout Sessions
1-2:30 pm    Mark of Excellence Awards Recognition
4 – 6 pm    RTDNA Paul White Award Ceremony & Reception
             open to all who purchase a ticket
6 – 7 pm    Reception sponsored by AFTRA
             open to all conference-goers

Tuesday, September 27
8 am – 3pm    Registration/Journalism Expo
9 – 11:45 am    Breakout Sessions
11:45 am – 1 pm    Lunch On Your Own
1 – 5:15 pm    Breakout Sessions
4–5:30 pm    SPJ Business Session
6:30 – 10 pm    SPJ President’s Installation Reception & Banquet
                 open to all who purchase a ticket

Wednesday, September 28
8 am - 1 pm    RTDNA Board Meeting
9 am - Noon    SPJ Board Meeting
1. Call to Order – Limor

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

3. Approve Executive Committee Meeting Minutes
   a. January 8, 2011, Nashville [page 1]

4. Report of the SPJ President – Limor

5. Report of the SDX Foundation President – Geimann

6. Staff Report – Skeel [page 9]

7. Discussion Items
   a. 2011 and 2012 Conventions – Vachon
   b. Leadership/membership make-up – Skeel
   c. Partnering with other journalism organizations – Skeel/Vachon
   d. Partnering in “Living on Less” program – Skeel [page 11]

8. Chapter action – Skeel [page 17]
   a. University of Albany
   b. Webster University
   c. Zayed University

9. Old/New Business
   a. Membership dues – Skeel
   b. Automatic renewal option – Skeel
   c. Bylaws changes – Limor [page 21]

10. Awards
    a. D.L. Eshelman Outstanding Campus Adviser
    b. Distinguished Teaching in Journalism
    c. Ethics in Journalism
    d. Sunshine
    e. First Amendment
    f. Historic Site in Journalism
    g. Julie Galvan Outstanding Graduate in Journalism
    h. Howard S. Dubin Outstanding Pro Member
    i. Fellows of the Society
    j. Regional Director of the Year
    k. Wells Memorial Key – officers only

11. Adjournment
MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SOCIETY OF PROFESSIONAL JOURNALISTS
JANUARY 8, 2011
UNION STATION HOTEL, NASHVILLE

MEETING CALLED TO ORDER
With President Hagit Limor presiding, the meeting of the executive committee of the Society of Professional Journalists was called to order at 9:10 a.m. on Saturday, January 8, 2011, at the Union Station Hotel in Nashville.

ROLL CALL
In addition to Limor, the following were present: President-Elect Darcie Lunsford; Secretary-Treasurer John Ensslin; Vice President for Campus Chapter Affairs Neil Ralston; Immediate Past President Kevin Smith; Director at-Large Bill McCloskey; Region 12 Director Sonny Albarado.

Staff members in attendance were Executive Director Joe Skeel, Associate Executive Director Chris Vachon and Communications Director Scott Leadingham.

MEETING MINUTES APPROVED
Upon proper motion and seconded by Lunsford and McCloskey, respectively, the committee approved the minutes from the following executive committee meetings:

- July 24, 2010, New Orleans
- Nov. 18, 2010, Conference Call
- Dec. 1, 2010, Conference Call

PRESIDENT’S REPORT
President Limor opened by reading 2011 news industry predictions by Steve Buttry, who predicted merging and closures of several journalism organizations and associations. She stated that SPJ is in sound financial position now and for the foreseeable future.

Limor provided an update of SPJ’s advocacy and media inquiries over the past five months.

The committee discussed going forward with creating a formal crisis management plan for dealing with media incidents and providing crisis communications training for board leaders and key staff.

Executive Director Skeel reported a recent issue with the third-party company that sends billing and invoice items to members. He has also been working to find unclaimed funds from lapsed and extinct chapters whose bank accounts are no longer used.

Limor provided an update of her SPJ travels to chapters since taking office, including Fort Worth and Albuquerque. She will travel to Salt Lake City soon and attend several regional conferences and a journalist’s exchange to Japan in March.
Committee Reporters:
Limor reported updates from several SPJ committees:

Awards: Has decided to give one and only one New America Award starting in 2011 and proceeding each year.

Ethics: Working on marketing of ethics book and expansion of ethics section on SPJ.org.

FOI: Working on online training module and Access Across America grant request for 2011.

Freelance: Planning training module for website

International: Very active on the committee blog and is looking into potential for working with a journalism association in Uganda and potentially starting a chapter there. A discussion ensued about the many processes involved in such an arrangement and how U.S. and other countries’ laws affect chapter relations with SPJ in the U.S.

LDF: Has received six requests for funding or joining amicus briefs since October.

STAFF REPORT
Executive Director Skeel reported that gifts to the SDX Foundation are up almost 10 percent over this time last year. The foundation will have about $100,000 more this year than last year for grant-making purposes. The foundation finance committee will get a first draft of the foundation budget on February 16.

The annual budget process for SPJ has started, and staff department budgets are due January 19.

In October, SPJ missed budgeted revenue from membership of $25,000 and further missed $17,000 in November. This was due to the issue with the third party vendor not sending invoices to expiring members for renewal. After the situation was discovered by Headquarters, an explanation was sent along with invoices to those affected. This resulted in December membership revenue coming in $17,000 over budget.

Smith asked if a previous effort funded by Howard Dubin to find lapsed members from several years back was successful. Skeel reported the goal was to get 75 people, and the end amount who re-joined was 110.

SPJ continues to find ways of partnering with other organizations. Most recently, the Freedom Forum asked to work with SPJ on an ethics summit in South Dakota in April. There are also “parachute training programs” in place with chapters working with the Online News Association.

Capital improvements are ongoing at Headquarters. The final big projects are interior painting and carpeting.

CHAPTER APPROVALS
Two chapters are seeking committee approval: Charlotte (pro) and DePaul University (campus)
Paperwork submitted by both groups was reviewed and discussed by the executive committee.

McCloskey asked if the Charlotte chapter was a renewal to revive an old chapter or a new provisional chapter. Skeel responded that it is a new provisional.

**Upon proper motion and seconded by Lunsford and Albarado, respectively, the committee accepted the Charlotte chapter as a provisional professional SPJ chapter.**

**Upon proper motion and seconded by Lunsford and Ralston, respectively, the committee accepted the DePaul University chapter as a full campus SPJ chapter.**

**ENDORSEMENT OF NEWS LITERACY PROJECT**
Skeel reported on his conversations with the McCormick Foundation on the topic of news literacy initiatives and the foundation’s grant-making support of such programs.

Allan Miller has started the news literacy project and is asking for SPJ to join on the project as a supportive organization. There is no specific program or request of money SPJ is being asked to lend at this time.

Albarado suggested looking into Dan Gillmor as the author of a news literacy book.

Ralston suggested the education committee work on developing sample curriculum on news literacy.

**Upon proper motion and seconded by Lunsford and Ensslin, respectively, the committee accepted Joe Skeel’s recommendation to endorse the News Literacy Project as requested by Allan Miller.**

**COMMITTEE GRANT REQUESTS**
The committee considered grant requests to endorse and approve before forwarding on for consideration by the Sigma Delta Chi Foundation.

*Ethics Book Promotion:* Smith presented a proposal on behalf of the Ethics Committee for marketing the forthcoming ethics book through a book tour to SPJ regional conferences and other events. The request is for travel costs and handling/mailing of books. It is for $22,000.

McCloskey asked if some costs would be lowered due to Ethics Committee members already planning to attend regional conferences in their area. He asked if the request is for 2011 or 2012. Smith responded that it is for 2011 conferences and the expenses would be reimbursed if the grant is approved by the SDX Foundation.

Albarado said he is supportive, but is worried a little about the price tag associated with the request. Smith said he thinks $22,000 is the high end and doubts expenses will go that high.
Ensllin suggested the national officers attending conference could present and take money from their already existing travel stipends.

Associated Executive Director Chris Vachon offered to rework the proposed budget based on the suggestion proposed.

Skeel added that in the end, this grant request may be unnecessary since the book project was really an SDX initiative, so marketing may be their financial responsibility.

**Upon proper motion and seconded by Albarado and Ensllin, respectively, the committee voted to support the grant request.**

*Access Across America:* Freedom of Information Committee Chairman David Cuillier submitted a request to fund regional Access Across America training through three or four regional trainers, based on the success of the 2010 AAA program.

McCloskey asked if the training would take place before the SDX Foundation approves the grant. President Limor said that since FOI is one of SPJ’s overall core missions, the spirit of this program is one the committee needs to support now.

**Upon proper motion and seconded by McCloskey and Albarado, respectively, the committee voted to support the grant request and recommend to the SDX Foundation.**

*National FOI Trainer:* Freedom of Information Committee Chairman David Cuillier submitted an idea for a national FOI trainer. He is proposing a position funded by SPJ, the Sigma Delta Chi Foundation, American Society of News Editors and other possible organizations and foundations. There is no exact request, just a proposal to explore the concept of funding a position partially funded by SPJ. There is no specific dollar amount now, just an endorsement of an idea.

**Upon proper motion and seconded by Ralston and Albarado, respectively, the committee voted to endorse the idea of a national FOI trainer.**

*Diversity:* Skeel reported that he received a last-minute diversity grant from the Diversity Committee for funding 2012 Diversity Fellowships for the convention. The request is for the executive committee to endorse the forthcoming proposal that the Diversity Committee will present to the SDX Foundation in April.

Lunsford asked the amount, and Skeel said there was no specific line item in this request. Vachon said the approved amount for 2011 convention fellows is $7,500.

The committee discussed that they would want the committee to include a definite amount.

**Upon proper motion and seconded by Ralston and McCloskey, respectively, the committee voted to support taking the request to the SDX Foundation for $8,000 and to include updates about projects and follow up metrics in the request.**

-4-
CONVENTION 2011
Vachon and Lunsford provided an update on 2011 convention programming and planning. SPJ/RTDNA received about 80 program proposals through the Jan. 2, 2011 deadline and the programming committee will review them and make determinations in the coming weeks.

MARK OF EXCELLENCE AWARDS LUNCHEON
Skeel reported that staff has found the Mark of Excellence Luncheon to be financially unsound and impractical for the intended audience, but that SPJ should continue to recognize the national winners, just not with a formal luncheon at convention.

Smith asked if it affects the regional winners, and the answer is no. Regional winners would still be recognized at regional conferences.

Upon proper motion and seconded by McCloskey and Lunsford, respectively, the committee voted to eliminate the Mark of Excellence Awards Luncheon as it’s been done in the past at the national convention.

REGION 3 DIRECTOR
Jean Rowell has moved and will soon resign as the Region 3 Director. The executive committee will advertise the opening and encourage members to apply and have a full board conference call to vote. Skeel reported that whoever fills the spot will serve the rest of Rowell’s term to the 2011 convention. A new regional director would then be elected during the convention.

SPRING CONFERENCES
The committee discussed spring conferences and assigned committee members to attend the 11 conferences.

SHIELD LAW
Enslen asked to discuss renewed efforts for a federal shield law. Smith said SPJ and the media coalition need to continue pushing and not back down about what is needed.

Limor suggested an ad-hoc volunteer committee to focus solely on the shield law and relating to a public service and education campaign about its need.

CHAPTER ASSISTANCE
Enslen put forth a proposal to appoint an ad-hoc committee to help chapters on assistance in meeting their minimum requirements to remain full chapters in good standing.

Limor suggested she appoint Enslen as the de facto leader of a group of regional directors and the chapter doctors in helping chapters on assistance.

LDF REQUEST OF NICK OCHSNER
Skeel presented a proposal to grant the Legal Defense Fund request of Nick Ochsner in the amount of $4,000 as previously requested.
Smith said he believes the full amount is a lot of money. Skeel suggested that the full amount is proper and would set a proper precedent that would help.

Smith motioned to grant $2,000 above the already granted $1,000 for a total of $3,000. Ensslin seconded the motion.

Smith amended his motion to grant the full request of $4,000 in addition to the already granted $1,000 for a total of $5,000, but with the stipulation that it be capped with no more in the future. Albarado seconded the motion.

McCloskey said he believed the board would be setting a bad precedent for the future to cap it.

Ralston said he dislikes that cap as well.

Upon proper motion and seconded by Smith and Albarado, respectively, the committee voted to grant $4,000 to Nick Ochsner but stipulated no more for the future.

McCloskey and Ralston asked that the minutes reflect their objection in voting was to the cap, not the request. They support funding without a cap, now or in the future.

DEPARTMENT OF LABOR PROGRAM
The U.S. Department of Labor has asked for SPJ’s membership information for the purposes of doing a survey about workers in the journalism industry.

Lunsford said she understands people being uncomfortable with giving membership information to government organizations. However, she knows that as a journalist working with data, this sort of information is useful for those working with labor and industry statistics. Limor warned that members may not understand the value and would not like the idea of giving membership contact information, for whatever reason, however benign.

Ensslin said we could offer just to send a link to a survey directly to members through our own newsletter.

Upon proper motion and seconded by McCloskey and Albarado, respectively, the committee voted to respond to the DOL request by offering name, address and basic contact information for mailing a survey but to provide no demographic information or workplace employer information.

WORKING WITH INDIANA UNIVERSITY
Skeel discussed a meeting with Indiana University School of Journalism Dean Brad Hamm about SPJ and the journalism school partnering on future programs and events.

HELEN THOMAS AWARD
Smith motioned to remove Helen Thomas’ name from the Lifetime Achievement Award. Albarado seconded the motion and stated it was solely for the purposes of opening discussion.

Discussion:
President Limor opened discussion by stating it is absolutely not true that she has been ramming through this point. She believes it is worthy of discussion, but has not advocated anything or pushed her opinion.

Albarado said he supports the idea that although the executive committee has the authority to decide this, it is best to be more inclusive and to leave it up to the board of directors, as several regional directors have requested. He suggested not waiting until the regularly scheduled April board meeting and rather having a conference call sooner with the full board.

Lunsford said she feels to do it here today robs people of their full voice and she supports a full board vote.

Smith said this has never been just a free speech issue. He absolutely supports her right to say what she wants, and SPJ believes that adamantly. Rather, he believes this is much larger, about wanting an SPJ award attributed to speech that, although protected, is divisive and grounded in conspiracy. He said to continue to honor her in this way would be a travesty.

Lunsford said she understands Smith’s thoughts but believes the full board should decide.

Ensslin said he finds her remarks wrong, obnoxious and factually inaccurate. But he believes it’s her political belief system and not hate speech. He said SPJ should not retreat from that basic First Amendment value and should not rename the award. He said he also agrees that it should go before the full board. He suggested if we hold this over to the full board, someone who knows her in SPJ should approach her and let her know the complexity and tell her that SPJ supported her after the first incident even when her employer did not.

Limor thanked everyone for their time on this and for the feedback from inside and outside SPJ. She reiterated that all along her interest was that of SPJ, not her ethnic or religious background. She said she supports sooner action than waiting for the board of directors meeting in April. She also reiterated that she still and absolutely supports Thomas’ right to say what she wants to say.

**Smith withdrew his original motion and Albarado withdrew his second.**

**Lunsford motioned to send the matter to the full board of directors to consider the issue on a conference to take place within 10 days. Albarado seconded the motion.**

Discussion:
McCloskey suggested bringing another motion to simply retire the Helen Thomas Lifetime Achievement Award but to keep Thomas’ name attached and that of the honorees since 2000.

**Lunsford withdrew her motion. Albarado withdrew his second of the motion.**
McCloskey made a motion to call a special meeting of the board of directors within 10 days, and that the Executive Committee would recommend that the board retire the Helen Thomas Award Lifetime Achievement Award. Albarado seconded the motion.

Discussion:
Ralston said this sounds like it would lessen the honor of the previous award winners.

Executive Director Skeel said the committee should be very careful to make sure to explain the rationale of the decision.

The motion carried 6-1 with Ralston against.

Ralston made a motion to attach an explanatory statement to the recommendation being sent to the board of directors to say: “While we support her free speech right to speak her opinion, we condemn her statements in December as offensive and inappropriate.”

The motion carried 7-0.

MEETING ADJOURNED
The meeting was adjourned at 5:20 p.m. January 8, 2011.
MEMORANDUM

DATE: July 16, 2011
FROM: Joe Skeel, SPJ Executive Director
SUBJ: Staff Report
FOR: SPJ Executive Committee

Because I share news each Monday in my weekly report, I don’t have a lot of new information to pass along. Therefore, this report is designed to bring everyone up to speed on some of the ongoing projects at SPJ.

Leasing 3909: The listing agreement has been signed, sealed and delivered to our agent. A new “For Lesse” sign will go up in our front yard soon. Should we get lucky enough to lure a tenant, it’s likely we will have to invest some money to “build out” a bit. This is common and will be recouped in lease payments. Should we lease the space, I would like to be referred to as “The Landlord,” in all further SPJ communications.

Building improvements: Our carpet and paint folks were happy to learn they have secured work for the winter months. However, I’m holding off on signing any contracts until after convention. If for some unexpected reason we lose our tail on convention, every bit of cash would help. Of course, I expect to have a strong convention, but better to be safe.

Advertising representatives: I have spoken with four different publishing representative firms and hope to hire one in the near future (assuming they find SPJ a worthy client). As you know, we have tried for the past couple of years to man this position with a local part-timer – and the performance has been horrendous. If there is one area that has kept me up at night, this is it. Hiring a firm, with a stable of people, lessens the financial impact when individuals part-timers come and go. My hope is to hire a firm in the coming weeks I look forward to sleeping well in the coming weeks.

Banking: In my research on auto-debiting membership dues, I am considering switching baking institutions. A proposal from Huntington Bank (who now handles our monthly membership billing) would encompass general banking, investments, credit card services, lock-box service and invoicing. In short, they could serve as our full-service banking/credit card/member invoicing company. This would allow SPJ to streamline our membership billing through the following process:

- Set up automatic checking account/credit card debits.
- Serve as our third-party membership invoicing company: including printing, stuffing and mailing.
- Receive all mailed invoices at their location and process payments.
• Process all credit card payments (and save us $1,600 a year over our current provider).
• Deposit all credit card and mailed payments directly into our general operating account each day.

Awards platform: We have our first sale! The NorCal Chapter has agreed to buy the platform. We will spend the next couple of weeks helping them get it off the ground. In addition, Laruen and I will present the platform to the Council of National Journalism Organizations on Aug. 12. This is a meeting of executive directors and high-ranking volunteer leaders from various journalism groups. In addition to the NorCal Chapter, the Broadcast Education Association has shown strong interest. In terms of “legal” stuff, we have a purchase agreement for the software and a working agreement with our developers already drawn up. Once our developer reviews it, it will go to Baker Hostetler for their approval. This may very well be done by the time we meet.

Database upgrade: After prodding and threats to shut down the project, our consultant fired her programmer and brought someone else on board to finish off the project. Her new developer is now working with our web developers to clear the last major hurdle of this project – a single login and password that allows members to seamlessly (and unknowingly) pass from our database to the members-only section of the web site. A conference call on June 27 delivered a solution that both parties agree is workable. As simple as this sounds, this was a major hurdle. I’ve been told the behind-the-scenes work (allowing us to make the upgrade live shortly after) will be completed this month.

There’s an app for that: Scott Leadingham is spearheading an effort to develop content for an SPJ smart phone app. Billy O’Keefe is now “app certified.” It’s early in the game, so I don’t have much else to report. My dream – as I told Scott – is to have one app that gives anyone access to all the great resources SPJ provides on SPJ.org: public records tips, ethics help, training, membership management, chapter leader tools, etc., etc. We’ll see where this takes us.
Executive Summary

Living on Less

Entertainment Industries Federal Credit Union (Entertainment) is a not-for-profit financial service organization applying for a NCUF grant to offer the “Living On Less” Financial Education program to members (and non-members).

Over the past five years the newspaper and entertainment industry has been declining at a rate that is nothing short of disastrous, leaving thousands of former employees (Entertainment’s members) unemployed and/or employed at lower-wage jobs. Between Entertainment’s primary SEG Sony and the merger of the Associated Press Credit Union, Entertainment’s membership base now has over 60 percent of members affected by unemployment or underemployment. Laid off former middle-class news reporters and Sony employees are toiling away, earning poverty wages and without health insurance, and with little prospect of finding profitable work again. Roughly one-third of laid-off media workers have been either unemployed or underemployed for more than a year. Another 2.5 percent said they have been lacking work for more than six years.¹ These massive layoffs, bankruptcies and newspapers shutting their doors for good have created a community of financially challenged credit union members (and non-members), which Entertainment Industries FCU is dedicated to serve.

Living on Less is in line with the NCUF’s signature REAL Solutions program. Just as REAL Solutions works through state credit union leagues or associations, this program’s intent is to help credit unions provide new products and services to meet the financial needs of low wealth households in any industry that is marked by unemployment or underemployment.

With a NCUF Grant funding Entertainment’s Living on Less program, the credit union will be able to coach and teach financially challenged credit union members (and non-members) from the newspaper and music industry how to “live on less” as a result of a layoff and subsequent re-employment garnering lower wages. The goal will be to teach the distressed members whose jobs have become extinct how to budget and pay their bills, including making critical loan payments, even during the toughest of times.

Successful outreach, service and financial education deployment to people of modest means in periods of transition (like job loss, death in the family, displacement) is critical for credit unions to both fulfill their mission of service and to remain relevant. Many consumers today do not understand what the credit union difference means. They need to experience it. This program is replicatable and significant to credit unions serving a variety of declining industries including SEGs in manufacturing, timber industry, and the newspaper industry.

That is why Entertainment will leverage funds from the following sources to make this innovative program a reality:

- $100,000 in 2012 from the U.S. Treasury Community Development Financial Institution Fund (CDFI),
- $10,000 in-kind donation of curriculum, pre and post testing materials from CU Strategic Planning in 2011

¹ The Newspaper Association of America, statistics April, 2011
• $30,000 in 2011 from the National Credit Union Foundation (NCUF)

• and $1,500 from the New York Credit Union Foundation (NYCUF.) The NCUF uses state league support (or lack of) to determine which credit union initiatives and grant applications it will (and will not) fund.

Financial Education Overview
These leveraged funds will be used to develop the first credit union financial education program specifically aimed at helping the workers of a SEG to live on less due to a decline in their industry that resulted in mass layoffs and re-employment at lower wages. Living on Less will improve the financial independence of these consumers by teaching “dynamic budgeting” and how to make wise financial decisions using to maintain their assets (home and car) and protect their credit during the tough financial time. Dynamic budget coaching is a step up from teaching traditional budgeting. It teaches families how to save and adjust their spending to react to unexpected, natural life changes. Examples include: a car breaking down, the loss of a spouse or job. These events are the catalyst that result in vulnerable, low income, minority and unbanked populations turning to predatory, high-interest lenders.

Budget and Operations Overview
The $30,000 in funds requested by the NCUF (and the additional $1,500 provided by the NYCUF) will be used to launch the program, covering year one operations and the establishment of best practices for the credit union movement. The program will be sustained in years two and three through a U.S. Treasury CDFI Technical Assistance (TA) Award. Entertainment is applying for a $100,000 Emerging CDFI TA Award with the assistance of CU Strategic Planning. Additionally, to support Living on Less and the larger CDFI funding request, CU Strategic Planning is demonstrating its commitment to this project, by contributing $10,000 worth of tailor made curriculum for Entertainment.

The CDFI TA funding will be used to cover the operating expense (salary and materials) for ongoing operations of the program in years two and three. CU Strategic Planning has a 100 percent success rate in receiving $100,000 Emerging CDFI TA Award for credit unions, thus creating a realistic vision of sustainability for Entertainment’s program. CDFI Funds are received by the credit union approximately one calendar year after the application is submitted, and leveraged funds are essential to an application that is competitive with banks and loan funds. Entertainment’s CDFI TA application will be submitted in 2011 during Q3 or Q4 after the US Treasury releases the Notice of Funding Availability (NOFA). The date of the NOFA is confidential until released. The support of the NYCUF is critical to Entertainment’s CDFI program development and the significant impact the program will have on Entertainment’s members, community and the U.S. credit union movement through the development of these best practices to reach the millions of distressed, unemployed and underemployed credit union members.

Success measures
The program’s measurement of success will include pre and post testing of participants, the number and percent of budgets completed by individuals/families and the total volume of unsecured and used auto loans consolidated from higher interest rates to save the families from losing the assets and to increase their available budget to successfully “live on less.” The goal is to reach 400 members during the first year, 100 per quarter through 2 classes monthly averaging approximately 17 people. An additional 500 non-members will be reached by offering the curriculum online through a partnership with a trade association that serves the same employed, previously employed and under-employed individuals in this profession. The selected partner of choice is the Society of Professional Journalists.
June 29, 2011

National Credit Union Foundation
5710 Mineral Point Road
Madison, WI 53705

To Whom It May Concern,

On behalf of The Society of Professional Journalists I am writing to express support for Entertainment Industries Federal Credit Union’s *Living on Less* Financial Education program with the goal to help unemployed and underemployed journalists.

It is my understanding that credit unions are not-for-profit service organizations that exist to help people, not to make a profit. The goal of Entertainment’s *Living on Less* program is in line with The Society of Professional Journalists mission. The Society of Professional Journalists is dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty. This is only possible if journalists are able to provide for themselves and contribute to their own financial wellbeing as well as that of their family and society. Financial education to help journalists transition through a period of unemployment or underemployment is a wonderful solution to a current challenge.

We look forward to the many possibilities this program creates to offer curriculum to our member journalists that are in many cases struggling as newspapers are downsizing.

Sincerely,

Joe Skeel
Executive Director
Society of Professional Journalists
From: Jamie Chase [jamie@creditunionstrategicplanning.com]
Sent: Thursday, June 30, 2011 12:44 PM
To: Joe Skeel
Cc: Andrew Scott
Subject: Re: Living on Less Grant Support

Joe,
Your response is wonderful. Thank you for keeping that option viable.

Additionally, please accept my apology for coming to you in the 11th hour with the opportunity. The idea of a partnership occurred to our team this week, and I agree that presenting it to your board is prudent.

Please let me know if additional information is needed for your meeting. Moreover, at anytime that you have questions, do not hesitate to reach out.

With tremendous gratitude,

Jamie Chase, International CUDE
Founder and Instigator of Goodness
Credit Union Strategic Planning
www.CreditUnionStrategicPlanning.com
(253) 200-0418 O
(253) 732-4369 C

On Jun 30, 2011, at 9:34 AM, Joe Skeel wrote:

Jamie,

I apologize for the delayed response.

Because this is something totally different from anything that SPJ has done, I don’t feel comfortable in giving our full thumbs up without reviewing the program and presenting the partnership opportunity to our board. As I’m sure you know, there is no way this can be done before Friday.

What you can include is the following, assuming you wish to proceed:

“The Society of Professional Journalists, the nation’s oldest and largest member organizations for journalists, is considering partnering with the program.”

I can then take the details of the program to our executive committee (which meets July 16) and get their feedback.

I realize this isn’t exactly what you were hoping for...but it’s the best I can do at this point.

Joe
Please join us in New Orleans, Sept. 25-27, for Excellence in Journalism 2011. Click here to learn more.

From: Andrew Scott  
Sent: Thursday, June 30, 2011 11:32 AM  
To: Joe Skeel  
Subject: FW: Living on Less Grant Support

From Jamie

From: Jamie Chase [jamie@creditunionstrategicplanning.com]  
Sent: Thursday, June 30, 2011 10:55 AM  
To: Jamie Chase  
Cc: ascott@spj.org  
Subject: Living on Less Grant Support

Andrew,
I'm writing to confirm that you received this email yesterday. We will be submitting the grant at the end of the day and would love to explore the possibility of partnership.

Even if Joe is not in a position to consider today, we can hedge a reference to the possibility in the grant narrative. Our goal is really to help journalists.

Thank for your advocacy in our final hour. Please let me know that you received this email and the attachments yesterday.

Sincerely,

Jamie Chase, International CUDE  
Founder and Instigator of Goodness  
Credit Union Strategic Planning  
www.CreditUnionStrategicPlanning.com  
(253) 200-0418 O  
(253) 732-4369 C

On Jun 29, 2011, at 9:53 AM, Jamie Chase wrote:

Andrew,
Thank you for your great service on the phone this week that made this partnership even a remote possibility as the idea to approach your organization came so near our deadline. As we discussed, this email contains:
1. The executive summary of the grant to obtain funding for a program we are inventing to help unemployed and underemployed journalists.

2. A draft letter of support that we are hopeful your executive director will consider signing to communicate to the funding foundation that your organization is a potential partner.

The attached executive summary details that we will invent financial education curriculum that you may offer to your members online. It is our responsibility to develop the curriculum. It will not promote any bank or credit union. Our intention is literally only to help struggling journalists. As our goal this week is a letter of support for the grant, the details of project implementation can be discussed in depth with your team if/when the grant is awarded. We are very flexible to use the funds in a manner that benefits your members and is convenient to your organization. In short, we want to be a good partner.

Please stay in touch with me if Joe has any questions. I am available by cell phone today and tomorrow. The grant is due on Friday. My cell phone number is (253) 732-4369.

Jamie Chase, International CUDE  
Founder  
Credit Union Strategic Planning  
www.CreditUnionStrategicPlanning.com  
(253) 200-0418 O  
(253) 732-4369 C
May 2011

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

Attention: Campus Chapter coordinator

Dear colleagues,

Attached please find our application to establish a provisional campus chapter here at the University at Albany. We are excited about establishing an SPJ presence here in the Capital District for our students.

Please let me know if you need any other information.

We look forward to hearing from you.

Sincerely,

[Signature]
Nancy L. Roberts
Director, Journalism Program
SS-351
University at Albany, SUNY
1400 Washington Ave.
Albany, NY 12206
nroberts@albany.edu
(518) 442-4884 office

Enc. $ 25 check for app. fee
To: Eugene S. Pulliam National Journalism Center 3909 N. Meridian St. Indianapolis, IN 46208 Fax: 317/920-4789

FROM: Mary Cox Assistant Professor-Digital Journalism Webster University coxmary@webster.edu (602) 369-7654

RE: New SPJ student chapter in St. Louis Date: April 28, 2011

We plan to start a student chapter of SPJ in the St. Louis area. Our SPJ contact here, David Sheets, suggests that we need three faculty members to join SPJ, at least ten paid memberships among students and five students willing to serve as officers in the chapter.

The faculty members are as follows: Larry Baden, Eileen Solomon and Mary Cox. I believe we have all joined SPJ.

Enclosed, you'll eight applications from students. We believe that at least two others have applied online, so we should meet our minimum of ten. We have students already lining up for officer positions in the chapter.

Please let us know if there's anything else you need from us. We'd like to get our 'probation year' started immediately.

Mary Cox
Society of Professional Journalists
Bid to launch Student Chapter at Zayed University
Abu Dhabi, UAE
Prepared by Dr. Matt J. Duffy
Assistant Professor, College of Communications and Media Science
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SPJ Students
Students eager to join the SPJ chapter (top five willing to take on leadership roles):
1) Ayesha Ibrahim Al Mazroui: PO Box 42339, Abu Dhabi, UAE; 971-050-810-3070
2) Hebatullah Jawhar: Alshamkha/Abu Dhabi, UAE; 971-056-612-4140
3) Asmaa Saif Al-Hamely: P.O. Box 84, Abu Dhabi, UAE; 971-050-672-7931
4) Ayesha Al Kouri – PO Box 70985, Abu Dhabi, UAE; 971-050-414-7676
5) Ahoud Al Meraikhi, P.O. Box: 26144, Abu Dhabi; 971-050-689-3131
6) Fatima Ahmed Al Mulla, P.O. Box: 547, Abu Dhabi; 971-050-2885522
7) Fatema Mohsin Al Fardan, P.O.Box 676, Abu Dhabi; 971 050-389-0000
8) Mira Jamal Al Abdulla, P.O.Box 105013, Abu Dhabi; 971-050-899-1819
9) Mahra Saeed Rashed Mohammad, PO Box 6663, Abu Dhabi; 971-050-123-3899
10) Rawdha Al Falasy, PO Box 60999, Abu Dhabi; 971-050-111-1464
11) Amal Khouri, P.O. Box 65, Abu Dhabi; 971-050-611-7507

Three faculty members
Three SPJ members that teach journalism at Zayed University in Abu Dhabi:

1) Dr. Matt J. Duffy, matt.duffy@zu.ac.ae, teaches Media Storytelling I&II, Media Ethics and Media Law
2) Dr. Jack Hillwig, jack.hillwig@zu.ac.ae, teaches Media History and Photojournalism
3) Alla Yunis, alla.yunis@zu.ac.ae, teaches Video and Audio Production and Media Culture and Criticism

About the College of Communication and Media Sciences
Zayed University's College of Communication and Media Sciences in Abu Dhabi will sponsor the chapter. The CCMS features two journalism tracks – Media Convergence and Visual Communication. Both tracks require the completion of the following journalism classes: Media Storytelling I and II, Video and Audio Production, Media Ethics, Media Law, Media and Culture, Media Criticism, Web Design & Publishing, Advanced Media Production or Advanced Audio/Visual Production, and two media production seminars. The CCMS recently redesigned the curriculum to qualify for AECJMC accreditation, a strategic goal of the department.
Petitioning Group

Ayesha Ibrahim, **converged media major, junior**: Has written several articles for classes and the Student Press outlet. Also, The local newspaper, Abu Dhabi’s The National, published her editorial on academic integrity, “The definition of integrity is important in education.”

Asmaa Saif, **converged media major, junior**: Has written several articles for classes and the Student Press outlet. Also, The local newspaper, Abu Dhabi’s The National, published her editorial on modesty among female college students, “Modesty is a forgotten virtue on our nation’s campuses.”

Mira Jamal, **visual communications major, sophomore**: Has written several articles for classes and the Student Press outlet. Notably, her well-written report on the university’s strict attendance policy generated a great deal of discussion and debate online. Also, Jamal wrote the script for a video production filmed on campus to illustrate the proper way to conduct an interview.

Fatima al Fardan, **strategic communications major, sophomore**: Has written several articles for classes and the Student Press outlet. She starred in and help produce the aforementioned production concerning proper interview etiquette.

**Student media activities**

The CCMS recently launched an online student media outlet called “Student Press.” The publication is available to students and faculty and is founded on WordPress technology. Students from both the Abu Dhabi and Dubai campuses can publish their written articles, audio reports, video productions, and multimedia storyboards via this platform. In addition to sporadic student reports (published after class assignments are turned in), the Student Press also features a weekly audio podcast of news and information.

In the fall of 2011, the CCMS is launching the “Zajel” – the Arabic word for a messenger bird. The name of the Zajel was picked through a student poll and students will also design its logo. The new publication will have a dedicated online presence and will function similarly to Student Press. The Zajel will be supported by a print publication at least once a semester. At first, the Zajel will only be available online for students and faculty, but within a year the Student Media Editorial Board (the faculty/student panel overseeing it) envisions the site will be available for the general public. At that point, the Zajel will be the first student media outlet accessible on the Internet from any school in the UAE, and one of the first in the Arab world. This process will be a tricky one to navigate, given the media controls in this country – the SPJ chapter should help with the navigation. The ultimate goal of the Zajel is to create an independent journalism outlet with students taking leadership roles in the regular publication of the news.
Memo

To: Hagit Limor
From: Bob Becker
CC: Joe Skeel
Date: 7/1/2011
Re: 2011 Bylaws Amendments

At the April meeting board members asked the Bylaws Committee to consider four possible amendments to the bylaws:

1. To make it unambiguous in Art. VI, Sec. 4 that when, as this year, vacancies occur in both the president and president-elect positions, both jobs will be up for election at the next convention.

2. To amend Art. IX, Sec. 3 to permit chapters to pick delegates to act on the chapter's behalf, even if no chapter members attend the convention.

3. To amend Art. V to permit establishment of one or more virtual chapters into which national members would be put if they are too far from bricks & mortar chapter or there is no active chapter in the member's state.

4. To designate a home chapter for an SPJ member who joins more than one chapter, so the member is counted only once for the purpose of apportioning convention delegates. Although the board voted not to send the one-member one-vote amendment to the floor, it wanted to address the "home chapter" issue.

After reviewing the bylaws and national policy statements we determined that only minor changes are needed to address the first and second items. Language drafted for the one-member one-vote amendment can be lifted with slight modification to address item four. Item three is more complex, involving significant policy decisions that overshadow bylaws considerations, and we believe it would be better to work on it over the coming year.

You may recall that before the April meeting we proposed a technical corrections amendment to fix a number of errors in the existing bylaws. The Executive Committee may want to include language addressing the first, second and fourth items among the technical corrections or present individual amendments. Attached is an amendment including the necessary language.

Representation for chapters that do not attend the convention

Under Art. IX of the current bylaws:
Section Two. The convention shall be composed of delegates or representatives from each chapter, the national officers and the national board of directors.

Section Three. In the convention, each professional and campus chapter considered as active in good standing shall have one vote for each 50 members or fraction thereof. Voting must be done by accredited delegates or their accredited alternate delegates. Delegates cannot vote by proxy....

It has generally been assumed that a chapter will designate one or more chapter members to act as its delegate(s). But nothing in the bylaws requires a delegate to be a member of the chapter s/he represents. Linda Hall reviewed the standing rules of the convention and found nothing in them that would prohibit a chapter from designating a convention attendee who is not a chapter member to act on its behalf.

From the discussion at the April meeting I understood the proponent of this measure as suggesting that a chapter that sends no one to the convention should be able to appoint a delegate who also is not at the convention to act on its behalf. The committee discussed that proposal and concluded that it is totally unworkable. Much of the business of the convention is voting on resolutions, many of which are not available to delegates until a few hours before the final business meeting.

Many resolutions are not controversial, and delegates vote to adopt them en bloc. But, nearly every year there are a few resolutions that are debated individually and amendments may be made on the floor. Even if we were to stream audio of the final business meeting it would be impossible for delegates who are not present to participate in the debate or to vote on procedural and substantive motions made from the floor.

The committee strongly recommends that the prohibition against proxy voting be retained and that the bylaws continue to require all delegates to be on the floor to cast ballots. However, we believe it might be helpful to some chapters if they could arrange for someone attending the convention who is not a chapter member to cast votes on the chapter's behalf.

There is a significant caveat. A person should not be able to walk into the convention and claim to be the representative of a chapter, requiring staff to verify that the person is the chapter's designee. Therefore, either the bylaws or the standing rules of the convention should establish a deadline by which chapters must inform headquarters of the names of delegates, particularly where the delegate is not a chapter member. The deadline could be a week before the opening business session, or some other number of days. Absent extenuating circumstance, that deadline should be enforced to avoid imposing an undue burden on staff.

Linda raised a question about whether a student chapter should be allowed to designate a professional member other than the chapter adviser to be its delegate. My personal belief is that we should discourage this practice. The interests and needs of student chapters are very different than the interests and needs of pros. When a delegate has to make a decision on the fly, without consulting the chapter, we should not assume that a professional member would make the choice the student chapter would have made if asked.

**A virtual chapter for national members**

This proposal would affect two distinct populations: SPJ members in the eight states that do not have pro chapters, and members in large states who live and work far from their assigned pro chapters. There are slightly more than 700 pro members who are not assigned to chapters and
slightly less than 400 students not assigned to student chapters. A much larger number of pro members are assigned to chapters by headquarters, but live so far away that it is not practical for them to attend meetings or participate in chapter activities.

Several years ago a similar issue came up at the convention regarding SPJ’s practice of assigning members to chapters far from the members’ homes. My recollection is that some members strongly opposed establishment of a “national chapter” to serve them.

Bylaws amendments would be necessary to create an at-large chapter. But such changes are minor compared to the policy and practical implications. Therefore, we suggest that the president appoint an ad hoc committee to formulate a proposal creating at least one at-large pro chapter and possibly an at-large student chapter, and determine whether there is sufficient interest among SPJ members such chapters potentially would serve. The committee should be given a deadline no later than the April 2012 board meeting to make its report. If the board decides to create one or more at-large chapters in April, the Bylaws Committee will propose amendments in time for consideration at the 2012 convention.

What follows is a preliminary outline of how such a proposal might be implemented that could be a starting point for the committee’s work:

Membership in the at-large chapters would be an option only for members living beyond a certain distance (perhaps 100 miles) from any functioning pro or student chapter. Membership would be voluntary, and would require the payment of dues, the amount set initially by the national board. This money could be used to offset the costs for operating these chapters. We envision the chapters selecting officers (we would suggest a member of headquarters staff be designated as a liaison or ex-officio member of the chapter’s board). Once that is accomplished, the chapter and its officers might be given financial autonomy to set their own dues, or come up with other ways of raising money, to offset their expenses. In addition, the national board, or its designee, would draft an initial set of bylaws based on our current model bylaws for chapters.

Using video conferencing and other online tools, these chapters could “meet” periodically, perhaps schedule programs with speakers, and undertake projects that fit within SPJ’s missions. Eligibility for chapter grants and application of the star system are two details that would have to be decided as part of the proposal. For governance purposes, the chapters would be treated as all others in SPJ’s bylaws, with one vote per 50 members, delegates and alternates to be chosen by the chapter to represent their interests at the convention’s business sessions.

We do not believe SPJ members should be assigned to these chapters automatically merely because they live in states with no chapters or the nearest chapter is more than the established distance away. If headquarters were to assign members, the at-large chapters would immediately become the largest voting chapters at convention, whether their members are interested in SPJ governance or not. If it should turn out that most, or all of those eligible opt to join the at-large chapter, they will enjoy commensurate voting strength.

Restrictions on who may join an at-large chapter are intended to prevent them from competing with existing pro chapters for members. An issue that should be considered is what would happen if a traditional chapter forms near a member of the at-large chapter. Would the member be required to join the new chapter, or would s/he be grandfathered into the at-large chapter?

The logistics of this proposal may be easier to manage for pros than for students, and the board may decide to create only an at-large pro chapter. If SPJ creates an at-large student chapter, it would need a mechanism to select a chapter adviser.
The Quill Endowment Trust

Since the April board meeting Joe Skeel has located the 1924 document establishing the Quill Endowment Trust, and Baker & Hostetter has reviewed Art. XIII of the bylaws in light of it. The conclusion was that current Art. XIII, § 9 should be removed from the bylaws.

The committee expressed concern in April about current Art. XIII, § 15, as well. However, because the SPJ board can abolish the Trust at any time, there does not appear to be a conflict.

Assigning members to home chapters

There are SPJ members who are members of two or more chapters, and they should be counted only once when determining the number of convention votes each chapter has.

The proposal assigns each member of national to a primary chapter based on the postal address headquarters uses to communicate with the member. A member who now lives in New York, but due to past affiliations maintains membership in the L.A. Pro Chapter, might naturally prefer to be counted as part of his or her new “local” chapter. If so, s/he would not have to do anything. On the other hand, an SPJ member who works for a Miami-based news organization in its Washington Bureau may prefer to be counted in South Florida, even though headquarters sends all mail to the member’s residence in D.C. The member can elect assignment to the South Florida chapter by notifying headquarters of the choice. The member would be counted in the South Florida chapter until s/he move or notifies headquarters of a change. That said, delegate strength is calculated based on chapter membership on June 1 preceding the convention. Therefore, a member must notify headquarters of a change before that date to be counted in the desired chapter.

Conclusion

As noted above, the board needs to make some decisions about whether to include these amendments as technical corrections or to present them at the convention separately. We doubt that any of them would be controversial, but there could be some debate about how to assign “home” chapters.

Under the bylaws, if the Executive Committee approves the amendments it must circulate them to all chapters at least 60 days before the convention. In April the board voted to send all of the technical corrections to the floor, except the amendment to Art. XIII. Based on the information Joe provided, the Executive Committee should vote to send the remaining technical corrections to the floor.

If you have questions about these proposals we are available to answer them and to review further modification. If you believe it would be beneficial and worth the expense, I can attend the July meeting. Alternatively, if you can provide a rough estimate of when the Executive Committee will consider the amendments I will make myself available for a conference call.

Finally, I want to thank Joe Skeel, Linda Hall and members of the Bylaws Committee — Dave Acikens, Amy Fickling, Irwin Gratz, Kelly Hawes and Bill McCloskey — for their contributions to this effort.
ARTICLE FIVE

... Governance ...

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

Section Fourteen. Each member of the Society in good standing who is a member of at least one chapter shall have a designated home chapter. The member’s home chapter shall be determined on the basis of the postal address used by the Society to communicate with the member. A member of the Society who is a member of two or more chapters may elect among those chapters the one that will be his or her home chapter by notifying the Society in writing of the election. For purposes of apportioning delegates to the national convention, the Society must receive notice of the member’s election before June 1 preceding the next convention. (See Section Thirteen, above, Article IX, Section Three).

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

CAMPUS CHAPTER ADVISER ROLE IN GOVERNANCE

Section FifteenSixteen. Each campus chapter shall have a chapter adviser who shall be recognized as the representative of the board of directors and the Society. The chapter adviser...
shall be elected annually by the chapter or by the chapter's board of directors, according to local bylaws. The adviser shall be chosen from among the professional members of the Society.

Section Sixteen. The chapter adviser shall be charged with the duties of attending meetings regularly, of acting as adviser to the chapter at all times, and of providing, whenever possible, a permanent place of safekeeping for the books, documents and records of the chapter and its officers.

ARTICLE SIX

SOCIETY OFFICERS

...

Section Four. Vacancy in any office, except those of president and president-elect, shall be filled by the board of directors. Should vacancies occur in both top offices, the board shall designate one of the directors to serve as acting president until the next convention, elects new officers when elections will be held to fill both offices.

...

ARTICLE NINE

CONVENTION

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

Section Two. The convention shall be composed of delegates or representatives from each chapter, the national officers and the national board of directors.

Section Three. In the convention, each professional and campus chapter considered as active in good standing shall have one vote for each 50 members or fraction thereof. Voting must be done by accredited delegates or their accredited alternate delegates present on the floor of the convention. Delegates cannot vote by proxy. National officers and members of the board of directors who are not delegates may not vote. In case of a tie, the presiding officer shall cast the deciding vote. Representatives of chapters who are not accredited as delegates may not vote.
Section Four. Each chapter shall inform SPJ national staff at least five business days before the opening business meeting of the names of persons who will act as its delegates and alternate delegates.

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

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

Section Six-Seven. Robert’s Rules of Order Newly Revised shall be the parliamentary authority for all matters of procedure not specifically covered by these bylaws.
Technical Corrections Amendment
FOREWORD

The Society of Professional Journalists was founded at DePauw University, Greencastle, Indiana, on April 17, 1909, as Sigma Delta Chi, an honorary journalistic fraternity. Its growth was along professional lines, and by action of the National Convention at Columbia, Missouri, in 1916, it was established as a professional journalistic organization.

NOTE: Sections marked (TR) are included in and form a part of the legal agreement between the Society and trustees of the Quill Endowment Fund.

PREAMBLE

We do hereby establish and ordain these bylaws of the Society of Professional Journalists, which seeks to unite journalists of talent, truth and energy in good fellowship; to assist the members in living up to the noblest principles of journalism; and to advance the standards of journalism by: TAKING ACTION to help safeguard First Amendment guarantees and ensure freedom of information, FOSTERING adherence to a code of ethical principles, CREATING opportunities for professional development, ENCOURAGING diversity in coverage and staffing at all levels of the profession, thus increasing journalism's value as a democratic institution.

ARTICLE ONE

NAME AND SCOPE

Section One. The name of this organization shall be: Society of Professional Journalists.

Section Two. The Society is an organization of persons who are engaged in directing the editorial policy or editing and preparing news and editorial content of independent news media products, students engaged in the study of these skills, and journalism educators.

ARTICLE TWO

MOTTO AND WATCHWORD

Section One. The motto of this Society shall be: They Serve Best Who Serve the Truth.

Section Two. The watchwords of this Society shall be: Talent, Truth, Energy.
ARTICLE THREE

SYMBOLS

Section One. The historic badge of the Society shall be a small four-cusped hypocycloid; upon this a raised field of black of the same shape, slightly smaller. In the center shall be a white gold-edged scroll pierced vertically by a gold quill pen. Horizontally across the face of the scroll shall be the Greek letters, Sigma, Delta, Chi, in gold. To the right of the scroll shall be a five-pointed star in gold. To the left, a Greek lamp in gold.

Section Two. Official insignia, logos and other symbols of the Society shall not be obtained through any source other than one designated by the executive director of the Society.

Section Three. No one shall use the name or symbols of the Society for commercial purposes, without written permission of the executive director.

ARTICLE FOUR

MEMBERSHIP

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

PROFESSIONAL

Section Two. Professional and Retired Professional members shall be:

— Those who are at the time of their initiation principally engaged in those activities specified in Article One, Section Two, until they are no longer a member in good standing.

— Post Graduate members three years after college graduation, whether or not working in journalism as specified in Article One, Section Two, who have elected to become professional members.

— Advisers to college or high school organizations involved in the gathering and dissemination of news.
— Fulltime professional staff of the Society.

Section Three. Household members are a sub-category of Professional membership. Household membership is limited to one of two Professional SPIJ members residing at the same address. The Professional member will pay full professional membership dues. Household members will pay reduced membership dues as determined by the executive director. Each household that elects the sub-category will receive one copy of all information mailed by SPIJ National Headquarters, including Quill magazine.

INSTITUTIONAL

Section Four. Institutional members shall be:

— Organizations identified with journalism, provided that the principal business (50 percent of revenue) of any corporation or corporate division seeking such membership shall be within the scope specified in Article One, Section Two.

— College media outlets, under the sub-category of Collegiate Institutional membership. Institutional members shall not vote or hold office.

— Institutional membership shall be available at the national level and an institutional member may support one or more chapters, subject to policies established by the national board of directors. Candidates for institutional membership shall be approved by the Society's executive director.

STUDENT

Section Five. Student members shall be:

— Students who have demonstrated interest in journalism or whose serious interests or career plans are within the scope of the Society as defined in Article One, Section Two. These students must be in good standing as defined by their school.

— Persons who were student members who have left school before receiving a degree, for up to three years after leaving school.

— Professional members who have returned to school full-time.
POST GRADUATE

Section Six. Post Graduate members shall be:

— Student members who have graduated.

— Recent graduates who have a demonstrated interest in journalism or whose serious interests or career plans are within the scope of the Society as defined in Article One, Section Two.

Post Graduate members must become professional members within three years of graduation, or their memberships will be terminated. Members of the Society of Collegiate Journalists are eligible to join the Society of Professional Journalists as post graduate members immediately upon graduation from a college or university.

FELLOW

Section Seven. Fellows of the Society of Professional Journalists shall be those on whom the Society wishes to confer high honor in recognition of their journalistic achievements.

No more than three Fellows may be elected each year. Election shall be by the board of directors. Nominations for Fellows may be made by any chapter or member, and it shall be up to the board of directors to solicit nominations.

A person elected to Fellowship who is not a member shall be initiated by the chapter designated by the board of directors, and the normal initiation requirements are waived in such instances. Dues are waived for one year.

Section Eight. Members in the Professional and Retired Professional, Institutional, Student and Post Graduate, categories must pay current national dues to hold membership, vote, hold office or serve as convention delegates. Fellows must pay current national dues after the first year to remain in good standing.

ASSOCIATE

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

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

— High school students, who have a demonstrated interest in journalism or whose serious interests or career plans are within the scope of the Society as defined in Article One.

Section Two.

A person wishing to affiliate with the Society must be sponsored by a current member in good standing.

Section Ten. Nominees for a membership category or sub-category shall be approved by the headquarters staff and executive director. Appeals on eligibility can be made to the membership committee and then to the board of directors.

**ARTICLE FIVE**

**Establishment and Operation of Chapters**

**Professional**

Section One. A professional chapter may be established by twenty (20) or more professional members of the Society living or employed in any area, but no more than one professional chapter may be established in any one city. It is further provided that professional chapters may be established in locales outside the United States. National headquarters will bill professional members for both national and chapter dues.

Section Two. Upon presentation of a formal petition and completion of established requirements, a group or organization of journalists may be granted a charter by the board of directors or the national convention as a professional chapter of the Society. Charters of professional chapters shall be granted upon approval by a majority vote of the board of directors or by a majority vote of the delegates to a national convention.

Section Three. A professional chapter may initiate candidates to professional membership, providing the candidates meet all requirements of the bylaws of the Society.
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.

CAMPUS

Section Five. Upon presentation of a formal petition and completion of established requirements, a group or organization of students may be granted a charter by the board of directors as a campus chapter of the Society.

Section Six. A campus chapter may be established at any four-year or two-year university or college that has a school or department of journalism, or that offers courses of study relevant to the scope of the Society as defined in Article One, Section Two.

Section Seven. City- or area-wide campus chapters may be established by four-year and two-year universities or colleges within a radius of 75 miles, provided that at least one university or college involved has a school or department of journalism or offers courses of study relevant to the scope of the Society as defined in Article One, Section Two.

GOVERNANCE

Section Eight. Each campus and professional chapter shall have as officers a president, a president-elect or vice president, a secretary, and a treasurer or a secretary-treasurer. These officers shall be elected annually, according to local chapter bylaws. In addition, each chapter shall designate one of its officers or members to be a headquarters and a Quill correspondent, whose duty it shall be to report local activities to the national headquarters and Quill magazine, and shall appoint such committees and officers as may be recommended by the national board of directors to fulfill specific missions or projects of the Society. Each campus and professional chapter shall maintain and submit to headquarters annually chapter bylaws that are consistent with these national bylaws.
Section Nine. The president and vice president or president-elect of the chapter shall perform such duties as usually are performed by such officers. In addition, they shall perform those duties imposed elsewhere in the bylaws of the Society.

Section Ten. The secretary or secretary-treasurer shall carry on correspondence with the executive director of the Society, notifying the executive director immediately of chapter elections for officers and chapter advisers, furnishing all necessary records and reports relating to enrollment of members, and transmitting all monies on proper forms. The chapter secretary shall inform the Society as to the condition of the chapter. The secretary shall maintain and keep up to date the chapter membership book and keep careful records of the proceedings of all meetings of the chapter.

Section Eleven. The treasurer or secretary-treasurer shall have charge of all monies of the chapter, and shall disburse funds upon proper authorization of the chapter's officers. The treasurer shall keep in the chapter treasurer's book a record of all receipts, disbursements and balances. The treasurer shall authenticate all remittances sent by the chapter secretary to the executive director of the Society and shall make prompt and proper report upon the financial condition of the chapter as requested by the executive director of the Society. The treasurer shall produce all financial records of the chapter for inspection on demand by the executive director, any national officer or the regional director from the region in which the chapter is located.

Section Twelve. For failure to meet financial obligations or otherwise to conduct itself according to the bylaws or policies adopted by the board of directors or the national convention, a chapter may be declared probationary, inactive or have its charter revoked by majority vote of the board of directors. Any such decision may be appealed to the full convention under the written charter revocation and probation policies of the board of directors.

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

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

**Campus Chapter Adviser Role in Governance**

Section Fifteen. Each campus chapter shall have a chapter adviser who shall be recognized as the representative of the board of directors and the Society. The chapter adviser shall be elected annually by the chapter or by the chapter's board of directors, according to local bylaws. The adviser shall be chosen from among the professional members of the Society.

Section Sixteen. The chapter adviser shall be charged with the duties of attending meetings regularly, of acting as adviser to the chapter at all times, and of providing, whenever possible, a permanent place of safekeeping for the books, documents and records of the chapter and its officers.

**Article Six**

**Society Officers**

Section One. The Society's officers shall be a president, a president-elect, a vice president for campus chapter affairs, and a secretary-treasurer.

Section Two. The officers shall be elected by the convention and shall hold office between successive, annual national conventions, with the exception of the vice president for campus chapter affairs, who shall be elected for a two-year term between conventions in odd-numbered years.
Section Three. No person shall serve as president or president-elect who has not previously served as a member of the board of directors, or the board of the Sigma Delta Chi Foundation, or been the chair of a national committee or a professional chapter president who also has been or is a member of a national committee.

Section Four. Vacancy in any office, except those of president and president-elect, shall be filled by the board of directors. Should vacancies occur in both top offices, the board shall designate one of the directors to serve as acting president until the next convention elects new officers.

Section Five. The president shall be the chief executive of the organization and shall preside at the convention. The president shall have charge of the relations of the organization with other organizations and shall have the usual powers and duties of a president in accordance with the spirit of the bylaws. The president shall have authority to require a report from any chapter or national or chapter officer of the organization at any time. The president is authorized to appoint and assign duties to committees that the president deems necessary.

Section Six. The president-elect shall succeed to the office of the president at the end of the president's term or in the event of a vacancy in the presidency, and shall serve in the president's absence or incapacity.

Section Seven. The vice president for campus chapter affairs shall be the adviser to the president and the board of directors on matters pertaining to campus chapter affairs.

Section Eight. The secretary-treasurer shall be responsible for overseeing an accounting of all receipts and disbursements, assets and liabilities, and shall report to the president, to the board of directors, or to the convention when requested.

ARTICLE SEVEN

BOARD OF DIRECTORS

Section One. The board of directors shall be composed of the national officers, the immediate past president, one regional director for each region established by the board, and six
directors to be elected at large: two campus chapter advisers, two student members, and two professional members.

Section Two. The board of directors shall determine the boundaries for regions.

Section Three. Regional directors shall be nominated in a manner determined by the board of directors, and shall be elected by delegates from their respective regions at times and places established by the board of directors.

Section Four. Regional directors shall be elected to two-year terms. Elections shall be staggered so that terms of approximately half the regional directors expire each year.

Section Five. No person shall serve as a regional director for more than six months in which he or she does not live in the region that he or she has been elected or appointed to serve.

Section Six. No person shall serve as a student member at large for more than six months in which he or she is not a student as defined in Article Four, Section Five.

Section Seven. The student members at-large shall be elected to one-year terms. The professional members at-large and the campus advisers at-large shall be elected to two-year terms. The terms of the at-large members shall be staggered so one in each category is elected each year.

Section Eight. The board of directors shall be the executive body of the Society and shall have the responsibility of maintaining the fiscal integrity of the Society by keeping it financially solvent. It shall determine its own written rules of procedure, but its acts shall be reported to the convention.

Section Nine. Any vacancy in the board of directors shall be filled by vote of the remaining members of the board of directors. The member of the board so elected shall serve until the next convention, at which time an election to fill the unexpired portion, if any, of the term for which the predecessor was elected will be held.

Section Ten. The regional directors (members of the board) shall be responsible for organizing, guiding and supervising, and stimulating the activity of each chapter in their regions. Each regional director shall appoint a student member as his regional assistant for campus
affairs. The latter shall advise the regional director on campus problems and activities, shall act in a liaison capacity with campus chapters in developing programs, and shall assist the regional director in any other ways desired or requested.

Section Eleven. The board of directors shall encourage and assist professional chapters in carrying on activities of a professional nature in furtherance of the Society's aims and to enhance and strengthen the professional aspects of journalism.

Section Twelve. The board of directors may declare any national office or the position of any director vacant if the board determines the incumbent has failed to perform the duties of the office or no longer meets the qualifications for the office. Such action shall require approval of three-fourths of the members of the board. Any person whose removal will be considered shall be notified 14 days in advance that the board may take such action. If the person whose removal is being considered is a national officer or director at large, the national board shall notify all campus and professional chapters of that meeting 14 days in advance. If the person under consideration for removal is a regional director, the national board shall notify all campus and professional chapters in that region 14 days in advance.

Section Thirteen. The board of directors will meet at least annually; additional meetings may be scheduled at the call of the President or of a majority of the members of the board.

ARTICLE EIGHT

EXECUTIVE COMMITTEE

Section One. The executive committee shall consist of the officers, the immediate past president and two directors chosen annually by the board of directors.

Section Two. The executive committee shall possess and may exercise all of the power of the board of directors while the board is not in session, except to the extent, if any, that such authority shall be limited by action of the board, and except that the executive committee shall not have the authority of the board of directors to:

— declare a board office vacant.

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— effect the sale, lease or other disposition of all or substantially all of the property and assets of the Society.

— hire or fire the executive director.

Section Three. The executive committee will meet at the call of the president or of a majority of the members of the committee.

ARTICLE NINE

CONVENTION

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

Section Two. The convention shall be composed of delegates or representatives from each chapter, the national officers and the national board of directors.

Section Three. In the convention, each professional and campus chapter considered as active in good standing shall have one vote for each 50 members or fraction thereof. Voting must be done by accredited delegates or their accredited alternate delegates present on the floor of the convention. Delegates cannot vote by proxy. National officers and members of the board of directors who are not delegates may not vote. In case of a tie, the presiding officer shall cast the deciding vote. Representatives of chapters who are not accredited as delegates may not vote.

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

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

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

NATIONAL HEADQUARTERS

Section One. A national headquarters office shall be maintained at a location to be designated by the board of directors.

ARTICLE ELEVEN

EXECUTIVE DIRECTOR

Section One. An executive director shall be chosen by the board of directors to head the national headquarters. The executive director shall carry out the policies set forth by the convention, president and board of directors. The executive director shall be in general charge of the activities of the Society; supervise the relationship of the chapters with the national headquarters; collect dues; care for Society funds and pay them out as ordered on proper voucher; keep complete accounts; and report to the president and board of directors. It shall be the duty of the executive director to enforce compliance with the bylaws by chapters and members; to encourage growth and expansion, and to assist the president and president-elect in originating dynamic programs in cooperation with regional directors and the vice president for campus chapter affairs. The executive director shall help plan regional conferences on professional subjects and shall officially represent the Society whenever necessary.

Section Two. The executive director shall serve at the pleasure of the board. The salary and benefits shall be set by the board of directors.

Section Three. The executive director shall maintain a permanent record of the acts and of the expressions of policy of the conventions of the Society of Professional Journalists. Each of such acts and expressions shall be adopted and approved by the convention under a specific number and it shall be so recorded and indexed in the permanent record that it may be readily available for reference both by the serial number and by the nature of its subject matter.
ARTICLE TWELVE

FINANCE

Section One. National membership dues, as established by the board of directors, shall be payable at the time of or before initiation and annually thereafter. Dues shall include membership and a subscription to Quill magazine. Any annual dues increase in excess of five percent shall not become effective unless ratified by the convention.

Section Two. The entire membership fee shall be remitted to the executive director of the Society. The initiate's name shall not be entered upon the rolls of the Society until such payment has been received, and a person not so recorded is not a member of the Society.

Section Three. Members holding life memberships shall pay a one-time fee approved by the board of directors and an annual subscription fee as determined by the executive director to subscribe to Quill. Retired members shall be assessed one-half of the lowest professional membership rate.

Section Four. Dues for institutional members and full-time professional staff of the Society will be established by the board of directors.

Section Five. The executive director, with guidance from the board, shall have the authority from time to time to offer membership discounts.

ARTICLE THIRTEEN

PUBLICATIONS

Section One. The official publication of the Society shall be called Quill. The executive director will be publisher of the magazine, select its editor, and perform duties normally associated with a publisher.

(TR) Section Two. At least six issues of Quill shall be published each year. Date of issue shall be determined by the board of directors.

(TR) Section Three. All Quill subscriptions are payable in cash in advance. All subscriptions shall start with the first issue of Quill following receipt of complete payment and shall terminate promptly at the end of the time paid for.
Section Four. Each person who has paid the designated amount as a life subscription to Quill (available before but not after January 1, 1969) shall be entitled to receive Quill for life, but such subscription may not be transferred and it shall terminate upon death, resignation or expulsion from the Society.

Section Five. All gross income of Quill from advertising, subscriptions other than life subscriptions, and from all other sources shall be paid into the Quill operating expense fund and may be used as part thereof in defraying expenses.

Section Six. Any cash balance in the Quill operating fund or any part thereof at the end of the year that, in the judgment of the board of directors, is not needed in the immediate conduct of Quill, may, upon order of the board of directors, be paid into a fund to be known as the Quill Endowment Fund.

Section Seven. The principal amount of the Quill Endowment Fund shall be held constantly intact except as herein otherwise provided. Net income from Fund investment shall be used (1) to pay expenses incurred in the management, editing and conduct of Quill and (2) payment of expenses for administration of the Quill Endowment Fund.

Section Eight. The Quill Endowment Fund shall be held under the immediate management, control and custody of trustees to be known as the Quill Endowment Fund Trustees, or under such proper provision, contracts and agreements as the convention may order or the board of directors may approve for the proper safeguarding, management, investment and distribution thereof to the benefit of Quill and the Society, and for the advancement and furtherance of the profession of journalism, and for no other purpose. The board of directors of the Society is authorized and empowered to enter into and execute for the Society such described contracts or agreements with the Quill Endowment Fund Trustees.

Section Nine. The Quill Endowment Fund Trustees shall be composed of the members of the board of the Sigma Delta Chi Foundation.

Section Ten. Each trustee shall upon election signify acceptance of office in writing to the executive director of the Society. Such acceptance shall be conclusively deemed to
constitute acceptance of the trust and all of the powers and duties and responsibilities imposed by
it, or set forth in these bylaws and amendments that may be made hereto and in any existing or
future agreements or contracts made by the Quill Endowment Fund Trustees.

(1R) Section Eleven. The Quill Endowment Fund Trustees shall maintain such books
and records of account as will render easily ascertainable by the Society's board of directors or
convention at all times the exact receipts, disbursements, balance and conditions of the Quill
Endowment Fund or funds.

(1R) Section Twelve. Disbursements from the Quill Endowment Fund shall be made by
the trustees to the executive director directly.

(1R) Section Thirteen. Any gift, donation, bequest or devise to the Quill Endowment
Fund, or any gift, donation, bequest or devise to be made to the Society and by the convention
ordered to be transferred to the Quill Endowment Fund shall at once become an
undistinguishable part of such fund, and both principal and interest shall be subject to all of the
provisions and regulations relating to the safeguarding, management, investment and distribution
of the fund herein and elsewhere provided.

(1R) Section Fourteen. In the event of the resignation of all of the trustees or the
termination of the service of all the trustees by the Society's board of directors, the members of
the Society's board of directors shall automatically become the Quill Endowment Fund Trustees
and such shall be bound by the terms of the agreement or agreements in force and effect with the
elected trustees immediately prior to such resignation or termination; and the members of the
Society's board of directors shall serve as trustees until the next ensuing national convention.

(1R) Section Fifteen. The Quill Endowment Fund may be terminated only by vote of two
successive conventions of the Society and in such event, the living contributors to said fund shall
be repaid the amount of their contributions to the said fund, or if the fund be not sufficient to
repay such contributions in full, their equitable proportion thereof; and if the fund be more than
sufficient to repay such contributions in full, then only the excess thereof may be otherwise
distributed as the said two successive conventions may direct.
(TR) Section Sixteen. In the event of the dissolution of the Society, the trustees last in office and the members of the board of directors last in office may, as in their judgment seems most expedient for the furtherance of the purposes of the Society (1) form a corporation to hold for educational or professional purposes in the field of journalism the trust property then remaining in their possession, or (2) give and convey such property to a generally recognized, well-established institution or organization devoted to education or professional service in the field of journalism.

(TR) Section Seventeen. The board of directors is authorized to invest annually whatever portion of the reserve fund for unearned subscriptions as shall be deemed advisable and authorized by the convention; the manner in which said portion of the fund is to be invested is to have the approval of the convention in assembly.

(TR) Section Eighteen. Upon the termination of a life subscription to Quill (available before but not after January 1, 1969) through the decease, expulsion or resignation of the subscribing member of the Society, the principal amount remaining of that originally paid as a life subscription that became a part of the Quill Endowment Fund or the income therefrom, may upon specific order of the board of directors, be used for the advancement and furtherance of the best interests of the profession of journalism as the board of directors may determine.

ARTICLE FOURTEEN

AMENDMENT

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

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

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

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

Section Two. Amendments become effective immediately, unless otherwise specified.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS
BOARD OF DIRECTORS MEETING
TIME: 9 A.M. – 1 P.M.
LOCATION: OAK ALLEY, 4TH FLOOR
SEPT. 25, 2011
SHERATON NEW ORLEANS

1. Call to Order – Limor

2. Roll Call – Ensslin
   a. Limor
   b. Lunsford
   c. Ensslin
   d. Ralston
   e. K. Smith
   f. Fox
   g. Daniels
   h. Bartlett
   i. McCloskey
   j. Puckey
   k. Mirfenderesi
   l. Turmelle
   m. Eckert
   n. Oates
   o. Pilcher
   p. Hansen
   q. Theisen
   r. Volkmann
   s. Cooper
   t. Meyers
   u. Neuts
   v. Cleesattle
   w. Albarado

3. Approval of Board Meeting Minutes – Limor
   b. April 16, 2011 [Page 2]

4. Report of the SPJ President – Limor

5. Report of the SDX Foundation President – Geimann [Page 8]


7. Staff Report – Skeel [Page 14]

8. RD Caucus Report – Albarado

9. Convention updates – Vachon
   a. 2011
   b. 2012
   c. 2013

10. Discussion Items
    a. Membership dues increase – Limor
    b. RD assistance – Limor
    c. CMA Convention – Puckey [Page 21]
    d. Deactivating campus chapters – Ralston
    e. Eliminating campus provisional status – Ralston
11. Old/New Business
   a. Star-ranking revision – Bartlett [Page 23]
   b. Database/Website update – Pilcher
   c. Dues installment billing – Skeel
   d. Bylaws (Surrogate delegates) – Limor [Page 27]

12. Committee Reports
   a. Communications – Bartlett [Page 28]
   b. Diversity – Daniels [Page 30]
   c. Ethics – Smith [Page 32]
   d. Freedom of Information – Cuillier [Page 35]
   e. Generation J – Walsh [Page 38]
   f. Government Relations – Cross [Page 41]
   g. Freelance – Neuts [Page 46]
   h. Journalism Education – Tallent [Page 48]
   i. Membership – Bauer [Page 49]
   j. Professional Development – Wenger [Page 51]

13. Executive Director evaluation – Executive Session

14. Adjournment
THE SOCIETY OF PROFESSIONAL JOURNALISTS

BOARD OF DIRECTORS MEETING

DATE: SUNDAY, SEPT. 25, 2011
TIME: 9 A.M. — NOON

SHERATON NEW ORLEANS
OAK ALLEY, 4TH FLOOR

SOCIETY OF
PROFESSIONAL
JOURNALISTS

IMPROVING AND PROTECTING JOURNALISM

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

FOUNDED IN 1909 AS SIGMA DELTA CHI, SPJ PROMOTES THE FREE FLOW OF
INFORMATION VITAL TO A WELL-INFORMED CITIZENRY, WORKS TO INSPIRE AND
EDUCATE THE NEXT GENERATION OF JOURNALISTS, AND PROTECTS FIRST
AMENDMENT GUARANTEES OF FREEDOM OF SPEECH AND PRESS.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
FEB 17, 2011
VIA CONFERENCE CALL

MEETING CALLED TO ORDER
With President Hagit Limor Smith presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 2:05 p.m. EST on Thursday, Feb. 17, 2011 via conference call.

ROLL CALL
In addition to Limor, the following were present: President-Elect Dottie Lunsford; President for Campus Chapter Affairs Neil Ralston; Immediate Past President Kevin Smith; Directors at-Large Bill McCloskey and Lauren Bartlett; Campus Advisers at-Large George Daniels and Kym Fox; Student Representative Tara Puckey, Regional Directors Luther Turnelle, Brian Lekert, James Pilcher, Kelsey Volkman, Scott Cooper, Don Meyers, Dana Neuts, Jodi Cleessattle and Sunny Albarado.

REGIONAL DIRECTOR SELECTION
The purpose of the call was to vote on an interim director for Region 3.

The post had become vacant when the previous director, Jenn Rowell, moved out of the region. Candidates for the interim position included: Lash Briandcourt, Michele Price, Bill Oates and Gerald Schwartz. Jason Parsley removed himself from contention before the call.

Upon proper motion and second by Lunsford and Ralston, respectively, the board voted to appoint Bill Oates as interim Region 3 Director, who will serve until a new director is chosen at the upcoming convention.

ADJOURNMENT
The meeting adjourned at 2:30 p.m., Thursday, Feb. 17, 2011.
MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
APRIL 16, 2011
INDIANAPOLIS, INDIANA

MEETING CALLED TO ORDER
With President Hagit Limor Smith presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:05 a.m. on Saturday, April 16, 2011, at SPJ and SDX national headquarters.

ROLL CALL
In addition to Limor, the following were present: President-Elect Darbie Landford; Secretary-Treasurer John Easslin; Vice President for Campus Chapter Affairs Neil Balse; Immediate Past President Kevin Smith; Directors at-Large Bill McCloskey and Lauren Bartlett; Campus Advisers at-Large George Daniels and Kym Fox; Student Representatives Tara Puckett and Taylor Mirfendikes; Regional Directors Luther Turmelle, Brian Bekert, Bill Oates, James Pilcher, Bly Hansen, Amanda Treiden, Kelsey Volkman, Scott Cooper, Don Meyers, Dana Neuts, Jodi Glassette and Sonny Albarado.

Staff members present for the meeting were Executive Director Joe Skoel; Associate Executive Director Chris Vachon; Director of Events Heather Dunn, Membership Coordinator Linda Hall; Communications Director Scott Leadingham; Communications Coordinator Andrew Scott; Awards Coordinator Lauren Rochester; and Controller Jake Koenig.

Others in attendance were SDX Foundation President Steve Gehringer, Foundation Vice President Robert Leger and SDX Foundation board member Fred Brown. South Florida Pro chapter president Michael Koretzky joined by video conference.

PRESIDENT'S REPORT
President Limor welcomed new Regional Director Bill Oates and gave updates about the spring regional conferences. She reported that Steve Taylor had taken a new job with Fox News radio on Capitol Hill and felt he could no longer serve on the Government Relations Committee. Al Cross will take over the committee.

Limor talked about a proposal to have an ad-hoc committee on “corporate governance” to make sure SPJ is following all relevant procedures, regulations and guidelines. Bill McCloskey will lead that committee.

FY2012 BUDGET AND SUGGESTED DUES INCREASE
Controller Jake Koenig reported that SPJ is at the end of the 3rd quarter about $219,000 better than thought, but that doesn’t mean an extra $200,000 for reserves. There are still outstanding expenses for the rest of the fiscal year.

Some reasons given:
- Awards revenue is up over last year’s projected budget.
- Membership is up $5,000 over last year.
- Staff costs are down in projection due to no longer budgeting for all staff to be in the health plan. Some staff don’t participate, and there is no need to budget for their possible inclusion.

Albarado opened a discussion about whether an increase in dues would help build a better rainy day fund, which is a necessary thing. Skoel said yes, but invention profits can’t always be counted on to give
reserves. He said membership revenue is the most predictable revenue. He said the goal is to have three to six months operating expenses in the reserves with an amount that would be invested and grown.

Albarado said he planted the seed about a dues increase to open a discussion so people can talk to chapters and members. There is no vote planned, just a discussion, he reiterated. Skeel said if there is any increase, it would be small, up to $75 for pro members. Daniels said it would be best to keep it low for students and only up $1, if at all.

Ralston cautioned that any increase needs to be carefully considered, and wondered if $3 is enough, so as to not do the same again in a few years.

Pilcher suggested a study about churn rates and income projections from an increase to $75 or $80.

Skeel said the bylaws limit the board’s ability to raise dues by five percent only. Anything more needs to go before convention delegates.

Upon proper motion and second by Albarado and Meyers, respectively, the board approved the 2011-12 budget for the fiscal year ending July 31, 2012.

MEETING MINUTES APPROVED
Upon proper motion and second by Bartlett and Mirfendereski, respectively, the board approved the minutes, with edits, from the following board of directors meetings: October 3, 2010; January 14, 2011.

The following edits were requested:
--Bartlett noted the Roll Call of the Oct. 3 meeting did not include her name. --On p. 30 the board voted to exit and not enter.
--Daniels noted that the minutes of the special board of director call to select Bill Oates to replace Jenn Rowell as Region 3 Director were not included in the packet. Skeel said he would add those minutes to approve for the next meeting.

CHAPTER ACTION
Pilcher asked how to handle professional and student chapter back-and-forths near a regional border. He asked if a school on a border can go to another regional conference that is closer. Skeel said those situations occur all over.

Linda Hall reported several chapters requesting moving from provisional to chartered status.

Upon proper motion and second by Hansen and Theisen, respectively, the board approved chartered chapter status for all chapters seeking such designation.

- College at Brockport
- DePaul University
- Harding University
- IUPUI
- Kennesaw State
- Northern Kentucky

STAFF REPORT
Skeel delivered a staff report and said he felt 3 volunteers were working better together now than
ever before in his time at SPJ. He brought up areas of the strategic plan and ways SPJ is addressing key areas. He reported that he has consulted with real estate developers about renting the upstairs of the headquarters as office space. He said it’s just an idea, but would ideally bring in revenue to split between SPJ and SDX.

Chris Vachon previewed some of the upcoming training videos to be added to the online training library, eCampus.

CONVENTION REPORT
Vachon gave an update of conference planning with RTDNA. She asked if people would be opposed to a “bagless convention.” The board agreed that attendees like the bags and they’re still usable. Pilcher said he’s heard of organization going to tote bags that are more like re-usable cloth grocery bags, to be used more throughout the year.

The 2012 conference is still set for Ft. Lauderdale and still with RTDHA. No plans are in place for a 2013 location.

NOMINATIONS REPORT
Lunsford reported that she left the South Florida Business Journal and will work with a real estate firm. She said though she is not required to resign, she feels strongly that the president of SPJ must be a practicing journalist or journalism educator. She will fulfill the rest of her president-elect year but will not continue on to the presidency. As such, there will be an election for president and president-elect at the convention in New Orleans.

As immediate past president, Smith is leading nominations for candidates for the board of directors. He said he is actively recruiting candidates for open seats, and encourages all interested and qualified members to run.

ACTION/DISCUSSION ITEMS
International Chapters
A discussion ensued about whether the board wants to pursue international chapters given the success of the Northwestern University-Ohio chapter.

Ralston reminded that many journalism and news organizations operate very differently in other countries, and SPJ needs to be prepared for dealing with how to address how ethics and laws are different in other countries and systems. Oates said that in some countries, there may be another equivalent of SPJ, and we need to be sensitive to that.

The board also discussed the logistics of dealing with, certifying, reviewing and monitoring the progress of chapter development overseas.

Ohio Sunshine Summit
Limor introduced the Ohio Sunshine Summit and the work of the Ohio University SPJ and RTDNA chapters to organize it. Mirtendereski, a member of both chapters at Ohio University, was the organizer. She talked about the summit and the resolution the assembled students passed about student press freedoms in Ohio. Pilcher said as regional director he was very proud of the work the group did.

Ralston suggested that in spreading the idea to other chapters and states, there be a tip/tools resource online for how to conduct such a summit.
Upon proper motion and second from Mirfendereski and Pilcher, respectively, the board endorsed the resolution passed by attendees of the 2011 Ohio Sunshine Summit.

**PROPOSED BYLAWS CHANGES**

Bylaws Committee Chairman Bob Becker called in to discuss and explain potential bylaws changes being proposed for consideration by the board of directors. Three proposals were currently being discussed.

**One Member, One Vote**

Becker explained a memo he had previously submitted. The change would allow all active members to vote on board of directors candidates, instead of just chapter delegates.

A robust discussion ensued among the board about the pros, cons and logistics of implementing such a change.

Bartlett said she strongly urged people not to bring the proposal before delegates for their consideration. She read an email from Mark Scarp outlining why he thought the proposal should not be forwarded.

Theisen said some of the incentive to come to convention is the business of the Society and delegate voting. McCloskey said that on the incentive measure, one person, one vote would enhance participation.

Becker said he was part of the opposition in 2004 when a similar proposal came up, but that was because the proposal was to vote well before the convention. This proposal is to give people a vote only on election of SPJ board of directors.

Lunsford said her experience in South Florida was very low interest from chapter members in voting on chapter leadership. Pilcher asked why this is coming up now, and Becker said he had been on the Bylaws Committee for 10 or 11 years. He said President Limor asked what are the things that the Bylaws Committee needs to review, and this was one that came up.

Becker reported that the committee and Skel looked at other journalism organizations and member associations and found logistically it's becoming easier and more organizations do this. Pilcher said just because it's easier and others are doing it, it doesn't make it right for this organization.

Alberico said he voted for a single member, one vote proposal in 2006, but knowing more now about chapter involvement, is not sure people would take advantage of it and he is not convinced now is the right time for a change.

Meyers said he is in favor of sending to the delegates and that it would help open up the idea that SPJ should be more accessible and accountable to its membership.

Enslen said he would support the change and that not all chapters are represented at the convention, and students are particularly underrepresented.

Oates said it makes him kind of sad that SPJ needs the “hammer” of voting and annual reports to get more people to come to the convention. Mirfendereski said she is concerned that people may not research candidates well in this system and that delegates may make more informed decisions.

Volkman said she wanted to point out the irony of saying we support the delegate system but won't send this to the floor for their consideration.
Upon proper motion and second by McCloskey and Meyers, respectively, the board declined to send the proposed one member, one vote bylaws change to convention delegates. The vote was 15 opposed, 8 in favor.

Pro Chapters Admitting Student Members
Becker discussed a proposal to amend the national bylaws to clarify the process for allowing students into professional chapters.

Smith said the issue goes back to a previous concern about one person being a part of multiples chapters and if that counts twice for delegate selection purposes. Becker said that is addressed by saying students would be counted in delegate counts only for their campus chapter.

McCloskey proposed a motion to require a “primary” chapter be designated for all members in the membership database, but he withdrew the motion with the intention of revisiting it at the executive committee meeting in July 2011.

Upon proper motion and second by McCloskey and Theisen, respectively, the board voted to send to convention delegates the proposed bylaws change to clarify the process by which students can join professional chapters.

Technical Corrections to Bylaws
Becker introduced another proposed amendment dealing with nitpicky items to make minor technical corrections. One is that the SPJ board can remove a Quill Endowment Fund Trustee, which is technically the SDX Foundation board. This scenario creates a legal problem. Only Foundation board can remove other Foundation board members. Becker said the full SPJ and Quill Endowment Fund relationship needs to be reviewed by legal counsel.

McCloskey said he believed the proposal needed to be split into two— one about technical corrections and one about legal review.

Upon proper motion and second by McCloskey and Cooper, respectively, the board voted to send the first two paragraphs of the proposed bylaws amendment to the convention delegates and save the rest for review at the Executive Committee meeting in July 2011.

MEMBER DATABASE
Albarado said he believed some chapter officers and directors have problems accessing the kind of data they need from the SPJ member database.

Skeel reviewed the database functions and chapter roster reports available to chapter leaders.

A discussion ensued about what is the best way to opt in or opt out of chapter affiliation on membership forms and renewals.

The board asked staff to make sure chapter affiliations instructions are on joining and renewal forms with instructions on how to cross off chapter affiliations.

Upon proper motion and second by Albarado and Pilcher, respectively, the board approved the formation of an ad-hoc committee to look at data and needs of chapters relating to usage of the database. The committee will be chaired by Pilcher with Theisen, Albarado and Neuts as members.
NEW BUSINESS
Provisional and Chartered Chapters
Eckert initiated a discussion about chapter provision status and the process for going from provisional to chartered.

Daniels said this is a perpetual issue. The focus should be on the fact that there is a disincentive for new chapters due to a large amount of paperwork.

OLD BUSINESS
Stipend for At-Large Members of Executive Committee
Smith discussed a previous proposal to increase the stipend of at-large members of the executive committee to $2,000. This increase was approved a few years ago, but because the proposal came from McCloskey – an at-large director at the time – he excluded himself from the increase.

Upon proper motion and second by Cooper and Eckert, respectively, the board approved an increase in the stipend for McCloskey to $2,000 while he serves on the executive committee. McCloskey and Cooper abstained from voting.

COMMITTEE REPORTS
Accreditation
Geiman asked about the board’s thoughts on the University of Colorado, as he is SPJ’s representative on the accreditation body for journalism schools and programs. The feeling is to vote in favor of DENYING accreditation to the University of Colorado journalism school based on changes in makeup and decertification of the previous program.

Diversity
Daniels provided an update of the Diversity Leadership Fellows program and how participants in the 2010 program were progressing. The program will continue at the 2011 convention in New Orleans.

FOI
Don Meyers said the FOI Committee and Utah Chapter appreciated the national support for the recent Black Hole Award and the issue surrounding the state of Utah’s attempted repeal of open records law, an effort that was passed by the legislature and then quickly overturned after public outcry.

ADJOURNMENT
Upon proper motion and second by Cooper and Bartlett, respectively, the board voted to adjourn at 4:28 p.m., Saturday, April 16, 2011.
MEMORANDUM

DATE: Sept. 27, 2011
FROM: Steve Geimann, SDX Foundation President
SUBJ: President’s Report
FOR: SPJ and SDX Foundation Board of Directors

BUDGET, FINANCE
The fiscal year just ended was bountiful for the Foundation. The past two months have been financially challenging, as they have been for investors globally.

The Foundation’s three major accounts ended the year, on July 31, with $11.1 million, a 9.62 percent gain in 12 months and largely unchanged since 2011 began. In the same year, the benchmark Standard & Poor’s 500 jumped 17 percent, and the Dow Jones Industrial Average advanced 16 percent.

Market conditions have reversed since the fiscal year began. Our three funds slipped 5.2 percent in August, while the S&P 500 tumbled 5.68 percent and the Dow plunged 4.36 percent as investors worry about stagnant U.S. job growth, the downgrade of U.S. debt ratings and deteriorating finances in Greece and Europe. Confidence among U.S. small businesses fell to a 13-month low in August as fewer companies projected better economic conditions and improving sales.

The Foundation’s investments aren’t immune from market fluctuations.

Treasurer Howard Dubin monitors our portfolio, which has a smaller percentage of stocks which is another way to limit risks when financial markets tumble.

FUNDRAISING
Fundraising has reached a plateau. Total gifts reported by headquarters rose 21 percent from 2010, while the average gift – excluding a one-time $15,000 donation the previous year – was little changed. Most donations come from us, Foundation leaders. Handwritten notes and tick-box on the membership renewal form are the best sources for donations.

Joe Skeel and I discussed in January and again this summer the need to propel the Foundation’s development work toward bigger gifts and other foundations and gift-givers.

With that in mind, I recreated the Projects committee and asked Todd Gillman to lead the effort developing ideas for activities to lure donations.
Fundraising, of course, is influenced by economic conditions, which has limited some individual’s ability and desire to donate.

**FUNDRAISING LANDSCAPE**
Large companies in the media business, or any industry for that matter, probably will be unchanged this year, after a sharp rebound in 2010, according to a *Chronicle of Philanthropy* survey of 180 businesses.

Cash giving rose by 13 percent, after the recession caused a decline of 7.5 percent by companies in 2009. Seventy-four of 107 companies making projections said they expect 2011 giving to remain about the same as last year’s. Twenty-seven expect total giving to increase, while six expect a decrease.

**PULLIAM EDITORIAL FELLOW**
Pulliam Editorial Fellow Mark Woods of the Florida Times-Union in Jacksonville was honored last weekend at the National Conference of Editorial Writers meeting in Indianapolis. Mark, a metro columnist at the newspaper, plans to use the $75,000 award to examine the National Park Service as it prepares to turn 100 in 2016.

Mark wants to begin where Ken Burns ended with his public-broadcasting documentary, “The National Parks: America’s Best Idea.” He asks: “What will happen to our best idea in the next 100 years?”

**PULLIAM FIRST AMENDMENT AWARD**
The Pulliam First Amendment Award and $10,000 will be presented this week to the Associated Press, for its relentless assault on government secrecy using the Freedom of Information Act.

From quantifying geese flying near airports that pose a risk to aircraft, to investigating the handling of loans after hurricanes Katrina and Rita, the AP opened government records that officials wanted to conceal.

**ERNIE FORD**
Ernie Ford, SPJ’s president who was summoned in 1992 to be executive director and later taught journalism at the Society’s birthplace in Greencastle, Indiana, died this year, six days short of his 71st birthday.

Ernie served on both boards, becoming an SPJ director from Region 9 in 1984 and leading three committees. He became president in 1991, serving a partial term until named by the board to be executive director, a job he held for two years.

He was a multi-platform journalist before such skills became required. He worked for the Deseret News and the Salt Lake City Tribune, then joined KSL TV, eventually becoming managing editor. Fellow SDX board members recall Ernie as a great story teller. We always enjoyed his company.
MEMORANDUM

DATE: Sept. 25, 2011
FROM: Steve Geimann, SDX Foundation President
SUBJ: ACEJMC Report
FOR: SPJ Board of Directors

The Accrediting Council is cutting annual dues for industry groups to $3,000 from $5,000, the first reduction since 1996. Costs for academic organizations will rise. The council also embarked on revising the nine standards accredited programs are required to meet to gain accreditation status.

DUES STRUCTURE OVERHAULED
The Council, meeting in Chicago on Sept. 9, overhauled dues to eliminate a disparity between academic and industry organizations, which placed a heavier financial burden on groups such as SPJ, the Radio Television Digital News Association, the American Society of News Editors and the Public Relations Society of America. The change is aimed at keeping industry groups and enticing former members to return.

Under the plan, dues will shift from separate rates for industry, four specialty academic groups and the two main education groups, to a single price: $3,000 for a seat.

Currently, two founding academic organizations, separately representing schools and individual educators, pay a total of $11,000 for 10 representatives. Academic groups for advertising, broadcasting, historians and black colleges each pay $1,500 for a seat, or a total of $17,000 for 14 seats. Representatives for the Association for Schools of Journalism and Mass Communications and for the Association for Education in Journalism and Mass Communications said the new dues structure would result in fewer representatives from each group. ASJMC may trim its delegation to three seats from six, while AEJMC might cut to three from four.

Costs for industry groups currently range from $5,000 to $7,000 a year for a seat, with the Public Relations Society of America now paying $12,000 for two. Eight industry groups paid about $48,000 for nine seats.

Industry membership has been declining. The Associated Press Managing Editors, National Association of Black Journalists and Women in Communications withdrew in 2010, citing costs. Southern Newspaper Publishers Association and Inland Daily Press Association left in 2008. Minority journalism groups (Asian-American, Native-American, Hispanic-American) have pulled out since 2006, while the Lesbian-Gay
Journalists group left in 2007. The Council's leaders are seeking to subsidize the minority groups with help from foundations. When I joined the Council in 1998, 18 industry groups were part of the group.

Right now, participation by the Radio Television Digital News Association, the American Society of News Editors and National Association of Broadcasters is in doubt. At the Chicago meeting, representatives said it was their personal commitment that convinced the organizations to remain, at least for the current year. SPJ's dues will change in 2012.

STANDARDS REVIEW
The Council's nine standards are in a 10-year review and revision, with a focus on balancing journalism and mass communications classes with a broad-based education in the liberal arts. The Council requires that students take a minimum of 80 credit hours of courses outside the unit, with at least 65 hours in the liberal arts as defined by the university. At issue is counting credits for non-liberal arts classes, such as business, science or other specialties that are considered important for a journalism practitioner.

Some universities are re-categorizing liberal arts, in some cases defining several journalism courses as liberal arts. In cases where students seek to enroll useful courses, such as business or computer technology, the so-called 85/65 rule becomes an impediment. The Council may, after the review, eliminate the 65 course minimum requirement.

The review also may develop more precise language for determining a school's commitment to diversity, the use of online media, the research expected by faculty and the proper role for the Council in evaluating professionally oriented graduate programs. The diversity review may expand to consider a program's handling of the global media marketplace.

The review should be completed early next year, with action to implement the changes for the 2013-2014 academic year, or a year later if schools balk at the pace of change.

RIGOR IN REVIEWS
The Council will be more rigorous when schools seek accreditation for the first time. Schools with deficiencies identified before a site visit, and perhaps when the site-visit team reviews documents, will be encouraged to delay or defer, rather than limping through the process with a weak program.

The Council also is planning to crack down on repeated deficiencies by schools. A separate, perhaps more detailed evaluation would be made for units that have been found out of compliance on the same standard for two consecutive cycles, or 12 years. This was described as being "a hammer applied to the institution." For the moment, the Council has shelved plans to automatically place such a unit on provisional status for remaining out of compliance on the same standard for 18 years, or three review cycles.
ACCREDITING DECISIONS
The Accrediting Council, for the first time in my decade as SPJ’s representative, denied re-accreditation to a program. The University of Iowa graduate program lost accreditation after a team of accreditors and a mid-level committee concluded the program has floundered during a leadership change. Administrators agreed, and pledged to seek accreditation after rebuilding.

The Council rejected a mid-level committee’s recommendation to deny reaccreditation to graduate programs at St. Cloud State, Grambling State and Colorado, upholding the site-visit team recommendations for provisional re-accreditation. The programs have two years resolve deficiencies.

COLORADO, SHIPPENSBURG
The Council voted to provisionally reaccredit Colorado’s School of Journalism and Mass Communications, which has been “discontinued” by the University as a step to starting a new program. The Council renewed Colorado’s status for six years, a decision debated at length because the program is slated to end by 2013. A new school will take shape that time.

The SPJ Colorado Pro chapter opposed the University’s decision on the journalism program, I kept the chapter informed of the Council’s decisions. The vote to reaccredit was 20-0. Shippensburg University of Pennsylvania won provisional status in its first try after failing to meet three of nine standards: curriculum, diversity and assessment of student learning. The Council voted 14-7. The Shippensburg decision prompted discussion on greater rigor in initial reviews.

UNDERGRADUATE PROGRAMS
The Council reaccredited Arizona State, Colorado State, Drake, Grambling State, Southern Illinois-Edwardsville, Kansas, Middle Tennessee State, Mississippi, Missouri, Nebraska, Northwestern, South Carolina, Southern California, and Tennessee-Knoxville. Undergraduate programs were renewed at Iona, Jackson State, Central Michigan and Wisconsin-Eau Claire after each resolved deficiencies noted in 2009.

Undergraduate programs at Norfolk State, St. Cloud, Southeast Missouri, Iowa and Colorado, were placed on provisional status with two years to correct deficiencies.

GRADUATE PROGRAMS
Of 11 graduate programs, Iowa was denied reaccreditation. St. Cloud, Grambling and Colorado were given provisional status. Kansas, Southern California, Arizona State, Missouri, Northwestern, South Carolina were reaccredited. Iona was removed from provisional status and reaccredited.

ASSESSMENT, DIVERSITY
Standards for diversity and assessing learning outcomes tripped up programs. Of 35 programs at the bachelor’s and master’s level, 16 – or 46 percent – failed on assessment,
six (17 percent) fell short on curriculum and five (14 percent) failed to meet guidelines for diversity.

Arizona State, Missouri, Northwestern and South Carolina met all standards for undergraduate and graduate programs. Drake, Kansas, Nebraska, Tennessee-Knoxville undergraduate programs were in full compliance.

ACEJMC meets in May to review and accredit programs for six years and in late summer to discuss policies and issues. Each year, teams of educators and practitioners visit schools. A committee meets in March to review team reports. Member fees are based on budget, $5,000 for SPJ, with $7,000 for groups with bigger budgets. School dues are $1,500.

I visited Middle Tennessee State last fall with five educators and will take part in the site visit to the University of Louisiana at Lafayette Oct. 31-Nov. 2. I join a site-visit team at least once a year, and have visited 17 schools in 13 states.

The Council, founded in 1945, accredits 111 journalism, public relations, advertising or telecommunications programs, with eight industry groups and six educational organizations. SPJ joined in 1977, withdrew in 1989, and returned in May 1996. After 13 years, I am among the senior Council members.
MEMORANDUM

DATE: Sept. 12, 2011
FROM: Joe Skeel, Executive Director
SUBJ: Staff Report
FOR: SPJ Board of Directors

Although we tried our best to close out FY2011 before this report was due, we simply couldn't make that happen. It takes about six weeks after the fiscal year closes (July 31) to receive and pay all of our invoices. Then we actually have to do the work of reconciling all of the accounts and doing the rest of the year-end work. I do hope, however, that I’ll be able to provide final FY figures (or a darn close approximation) when we meet in NOLA.

At that time I expect to report that SPJ had a very successful year. Because of that, I’d like to take a moment and give kudos to my co-workers. Each day they strive for cost efficiency without sacrificing quality. Whether it’s searching for cheaper convention AV, negotiating lower rental rates, outsourcing fewer tasks, picking up duties once held by an administrative assistant or accepting a different healthcare plan because they know it’s best for the organization, your staff is committed to making SPJ the best it can possibly be. As other journalism organizations struggle, SPJ is truly blessed to have a staff that is just as committed as its volunteers. This is not common.

PROFESSIONAL DEVELOPMENT

When you see a member of the SDX Foundation board, please thank him or her. In April the Foundation board approved our “training place” grant. This is significant because the grant gives staff, with input from leaders and volunteers, total flexibility on how to deliver our training curriculum. Most grants require a hard-and-fast budget and delivery method. The Foundation has agreed to give SPJ a lump of money, but the freedom spend it in areas that prove to be most effective as the year goes on.

For example, we are no longer tied to a certain number of newsroom programs. If we get more than initially planned, we can adjust to accommodate. If we get less, we can apply more money to another training avenue. This will help ensure SPJ is providing relevant training through a method that is most desirable.

New this year to the SPJ training arsenal will be a module on Mobile News gathering. Carl Corry, Newsday.com editor, is working closely with Professional Development Chairwoman Deb Wenger and Chris Vachon to create the curriculum.
In 2010-2011, SPJ National conducted the following (not counting spring conferences):

- Las Vegas Convention: 782 total participants
- Narrative Writing Workshop: 115 trained through three programs (Pittsburgh, New Orleans, Minneapolis)
- Reporter’s Institute: 56 trained via two programs.
- On-Demand training vignettes: 1,134 total views.

QUILL
Several things in the Quill department remain active from past reports and are worth highlighting.
First, though, a reminder: 2012 will technically mark the 100th year of Quill’s publishing (the volume number will be 100 beginning with the January/February issue). We are beginning to plan some ideas for how to commemorate this, but plans are admittedly open ended. If you have any ideas, please, let us know.

For over a year, we have discussed the possibility of a major change to the Quill website (spj.org/quill.asp). Right now, the site uses SPJ’s current web content management system, and is one of four ways SPJ members can read Quill content (in print, downloading the PDFs, in digital e-magazine form, and on the site). We do occasionally run web-only features, but primarily the website reflects the same (and less robust) content as the print or e-magazine versions.

Two very important factors present hurdles in a big Quill site change:

1) Financial: Doing more web-only content of course requires more time and contributors. We have been reluctant to budget for large scale web-only pieces on a regular basis simply because, as is well known, budgets are not limitless.

2) A major change, as in design and functionality, must still take place within the confines of the existing content management system for the entire SPJ website if we are to keep Quill online a members-only resource. Currently, Quill content online is “free” for 60 days (the length of one issue) before going into the members-only archive. That archive is only accessible to current SPJ members. If the philosophy remains to keep Quill content and its archives only to SPJ members, then the website upgrade must take place within the limitations of our current CMS, which is not very robust relative to other, much newer platforms. Therefore, if you want a flashy, very nice and customizable Quill website (even on a WordPress platform) similar to CJR.org, we’d have to sacrifice the members-only function. This, then, is both a technical and a philosophical dilemma.

These are some ideas that have been discussed in the past or are presented now for possible consideration on this topic:
1) An “SPJ student news service” that both serves to give student members practical experience in reporting real news and also help with Quill content – in all mediums.

2) Hire a reporter/staff writer (perhaps on contract or part-time basis) whose purpose is to focus on industry-related reporting for Quill – in all mediums.

3) Have two functionally different “Quill” websites, one for members-only content and one for more pertinent up-to-date reporting on industry topics. For example, Quill’s mission is generally to be “tips and tools” oriented, to give members and readers more practical resources than analysis. Perhaps a new effort would be to focus on two separate areas: Keep the “tips and tools” content on a members-only platform (the current SPJ content management system) and shift the features and current industry reporting (in the style of Romesko and CJR) to a more robust, accessible website open to all (a site that perhaps could be more attractive to advertising sales).

COMMUNICATIONS
In the past six months, the majority of SPJ communications-related efforts have centered around promotion of two things: the Excellence in Journalism conference and on-demand training videos. This has been done both through traditional channels (direct marketing to members and non-members, primarily through email) and newer methods using social media.

The primary communications distribution platform and database, Vocus, is a subscription service that helps us distribute news and market programs to journalists. We continue to use this as a method for monitoring news and distributing mass emails (say a blast to 50,000 recipients marketing the national conference). We have tested other platforms, including Cision and Meltwater. All offer similar services with their own distinctions. In the later fall and early 2012, as budgeting time draws near, we will make a decision about whether to stay with Vocus or switch to another platform. We’ll base that decision not just on pure costs, but on the value each company provides and the services SPJ needs.

We continue to use social media, primarily Twitter and Facebook, for multiple ends. Of course, we do “push out” our information via these platforms, but our philosophy is to make them – and all media – more of an engagement mechanism. Some things we actively try to do:

- Do not refer to people as “followers” or tell them to “like” us on Facebook. This is in line with the idea of community engagement, and that telling people, even other journalists, to “follow” and “like” you is inherently one sided and, frankly, pandering.

- Get feedback not only on our “content,” but on larger industry issues. We frequently just ask a question and invite feedback, for example on a large industry issue such as an ethical flub. It’s a good way to engage and stir debate.

- One thing we’ve been pushing semi-frequently is something we call on Twitter #jpeeve, or “journalism pet peeve.” We often ask “What’s your #jpeeve?” This isn’t necessarily to achieve any end (though the feedback could be used for a Quill piece down the road). Rather, it’s to keep people engaged and show that we are honestly interested, which we are. And second, it helps further establish a brand identity of sorts. People are starting to
identify #jpeeve as a “thing” that SPJ does, and more tweets are seen where people offer them without being prompted.

SPJ does not have a formal or written social media policy or plan in place, as many news outlets and companies in general do. That may change in the future, but experience shows that such plans are easy to break, often mocked or quickly outdated. Overall, the philosophy staff tries to follow is fairly simple: 1) Don’t do anything out of line or unprofessional; 2) Think before you tweet/post; 3) Remember that you’re representing an entire organization and its many members, leaders, volunteers and staff; 4) Use each medium as it is intended, and for the right end – just pushing out content isn’t using it correctly.

DATABASE
SPJ recently terminated the iMIS consultant that was responsible for the upgrade and is in the process of hiring a new firm to complete the project – and potentially serve as SPJ’s new service provider. We have narrowed the field to a favorite, but as of this report deadline hadn’t received their quote to complete the project. Cost will be a significant factor in choosing a firm.

Unfortunately, regardless of which firm we choose, there will be some starting over. This is one of the reasons I was so lenient the previous consultant. Regardless of who we hire, they aren’t familiar with SPJ and we would likely need to meet so they can get a full understanding of exactly what we want/need from the online interface.

PARTNERSHIPS
National Association of Hispanic Journalists has verbally agreed to a proposal that would have SPJ provide “back office” support for membership and bookkeeping services. As of this writing, NAHJ had a business agreement in hand and was in the review stage. Once the agreement has been hammered out, we will undergo the training required to learn their processes.

In addition to partnering with NAHJ, SPJ conducted educational programs at conferences for National Lesbian and Gay Journalists Association, Native American Journalists Association and the National Association of Black Journalists. Those partnering with us at our convention include Broadcast Educations Association, Reporter’s Committee for Freedom of the Press and the Public Radio News Directors.

Other partnerships of note continuing with this convention include the Scripps Howard Foundation, Gannett Foundation, McCormick Foundation, Knight Foundation, CNN and Google.

CAPITAL IMPROVMENTS
We are on track to complete Year 4 of the 5-year capital improvement plan in the winter. After the first-quarter financials are complete – and assuming we are on track financially – I will nail down dates to have the interior painted and new carpet installed. The painting will cost about $6,000, as we are now painting the second floor, and the carpet will be about $10,000.

Year 5 at this point may be unnecessary. The lone item slated for next year was replacing the air conditioner (at a cost of about $20,000). However, there current unit is functioning properly and we’re told there isn’t an urgency with this project.
One area to keep an eye on: Should we need to build out areas of the second floor to suit a tenant, there will be an outlay of cash. This will likely come from the reserves we built this year or from a line of credit (depending on the rates).

Other than these major expenses, there are just a few minor projects on my wish list: power wash the stone exterior, install an irrigation system to keep our landscaping nice and replace outdoor lighting in the front yard. Lastly, we need to get in the habit of resealing the parking lot every other summer.

It should be noted that moving forward, I plan to budget for capital improvements every year. What we don’t spend will go into the reserves for future projects. It won’t be long before we need an overhaul of furniture, computers and other items necessary to run the nation’s largest journalism association.

SPACEx AVAILABLE
If you know of a group looking for office space in Indy, send them our way. 3900 is officially on the market. The sign has been in our yard for a few weeks now, and so far we haven’t had any nibbles. The forecast was that it could take a while (if ever) to find a tenant.

Nonetheless, we will stay open to renting — and keep it listed — unless there comes a time when it seems fruitless or counterproductive.

MEMBERSHIP
Nearly everything you read above is related to membership: training, engagement, recognizing excellence, generating revenue to offset low dues, etc., etc. Today, our membership numbers continue to hold fairly steady, as it has the past two years. Staff will continue to develop and implement ideas that will help improve recruitment and retention, such as strong educational programming, top-notch communication efforts and member services like auto-billing.

However, the key to SPJ’s long-term growth and success is most likely in the hands of its chapters. As we’ve all said time and again, our chapters are the Society’s greatest strength and weakness. Moving forward, SPJ must find a way to create, foster and support good chapters. Otherwise, I don’t expect our membership numbers to significantly improve.

ADVERTISING
This has been a thorn in my side for the past six months, as it’s been surprisingly difficult to find someone to sell ads on SPJ’s behalf. Meanwhile it has become clear that existing staff doesn’t have the skills or bandwidth to manage the task successfully.

I do have a couple groups interested in representing SPJ, although I will admit their initial proposals didn’t blow me away. Nonetheless, I think it’s incumbent upon me to hire the best of the bunch and see where that takes us. I know for certain our current set-up is getting us nowhere fast.

On the positive side, our partnership with NAHJ and the awards platform sales should help us absorb a great deal (and perhaps all) of the loss in projected advertising revenue.
AWARDS
We have invoiced three groups that have purchased our awards platform: The NorCal Chapter, The James Beard Foundation (not journalism) and the Scripps Howard Foundation. This generated $12,500 – of which SPJ gets $5,750 and our business partner gets $6,750. The difference is because SPJ gave a $1,000 discount to our local chapter. That’s a discount that SPJ eats.

We have a marketing plan ready to roll once we return from convention.

Turning attention to our own fabulous contests, the 2010 SDX Awards increased from 1,375 to 1,458 entries. The MOE awards increased from 3,607 to 3,958 entries.

The New America Award contest contained fewer entries from the same outlet than it did last year. In 2010, five organizations submitted five or more different stories for consideration. In 2011 there were not as many multiple entries from one outlet.

The 2011 High School Essay contest had seven less SPJ chapters participating than last year (less local marketing.) Also, we didn’t push as hard on the national marketing this year. Last year I received complaints from chapters saying 50 essays (or more) were too many to judge. As a result, a few of those chapters did not participate this year.

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SPJ.ORG/EIJ.ORG
The biggest change to spj.org since the Vegas convention is the On Demand section, which offers streamable training to all members for free. (Tell your non-member friends!). We started with eight videos late last year, and recently added 10 more with a focus on FOI and freelancers. The training portal, now called eCampus, received a revamp to accompany the new feature.

For leaders, the online rosters section recently received an overdue freshening up, along with a video tutorial featuring the narrating talents of Joe Skeel. Other sections getting a fresher look: The MOE and SDX awards sections, which now stand out as their own subsites and better preserve the 2010 (and beyond) winners' work for years to come on the site. Up next: Quill.

New content added to the site includes a page all staff can update to show off our favorite journalism-related Youtube videos; a growing collection of Programs in a Box, which include bundled resources that allow SPJ leaders to create special programs with minimal fuss; a new Campus Access center for student journalists; and a new blog, Liner Notes, that ties in nicely with the increased presence of SPJ Radio (which you can access any time in the site's toolbar).

As always, upkeep is the other half the b: – 1 9 – much effort has been made to ensure every
element from the 2010 redesign remains current and as useful (hopefully — pause for applause and recognition) as it was on Day 1. That includes everything from small interface features to search to the events calendar to making sure every program, chapter contact and other detail is kept up to date.

The best news about excellenceinjournalism.org is that there isn't any news: Sharing a site with RTDNA has been a very smooth process, and while online registration posed more complex problems than in the past — to the tune of three separate registration forms — the issues with registration have been nearly nonexistent (and fixed quickly when they surface). A round of applause for Chris Vachon, who hasn't slept since April.

SPJ.org Numbers (not including RSS or EIJ '11 site)

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Source: Google Analytics

Top 15 Countdown Power Rankings
(not including convention registrations, which lead the way this particular week)

1. Front Page
2. Ethics Code
3. Members Portal
4. Why Join?/Join section
5. Local Connection
6. Ethics
7. Freelance Directory
8. Ethics Case Studies (we should probably add new ones; this page keeps maintaining its popularity)
9. SPJ Mission/About
10. Quill
11. Awards
12. Freelance portal
13. High School Essay
14. Internships portal
15. Students portal
MEMORANDUM

DATE: September 25, 2011
FROM: Tara Puckey, SPJ Student Representative
SUBJ: CMA and Outreach
FOR: SPJ Board of Directors

As a student representative for the past two years, I’ve focused on two main things: creating programs and tools for existing student members, and attracting new student members. My theory: if you hook them as students and provide them with a successful event, connection or experience, they’ll stick around.

And so with the help of fellow student representative Andrew Seaman and Generation J chair Lynn Walsh, SPJ traveled to the College Media Advisers convention in New York City. Convention director Michael Koretzky generously provided a high-traffic booth space free of charge, where SPJ offered résumé critiques with some of the best names in the business. Andrew and I gave “SPJ-themed” presentations during well-attended sessions. Over the past two years, a positive connection has been created with CMA board members and staff, a scenario that will only continue to foster our mutual goal of providing tools and guidelines for college journalists. I’d like to share a note from Sally Renaud, CMA president:

On behalf of the College Media Advisers’ Board of Directors and a grateful membership, I want to thank you for everything you did coordinating the SPJ critiques at the 2011 annual spring College Media Advisers’ convention in New York City. It certainly helped make the event a success.

I hope you had a good convention and have recovered a bit. I know it was hectic for you in terms of making sure all connections were made so that resumes and clips could be reviewed. My goodness, I don’t think there was a moment you were not working; the convention would not have been the same without you!

Truly, thank you for everything. I look forward to working with you in the future, perhaps at our fall convention in Orlando and next year in New York as well. Clearly our organizations’ missions are similar: to ensure the strength of the journalism profession.

CMA has always been grateful to the Society of Professional Journalists for its resources and support, especially now.
Sincerely,

Sally Renaud  
CMA president  
(and a loyal SPJ member, too!)

As I sat at the table during CMA, I was amazed that so many students and faculty recognized the Code of Ethics, but knew nothing more about SPJ. But talking with many of the more than 1,200 attendees gave each a personal connection with SPJ, something we often neglect in today’s technology-driven society. Lynn Walsh believes, as do I, that “there are ways that SPJ can work to bring students and recent graduates into the organization, and it involves outreach and participation in conventions like CMA.”

Although I’m leaving the board this year, I’d like to continue the work that has been started. With the help of the Generation J committee and new student representatives and the financial support of the board, SPJ will be able to continue an outreach concept that is already two years in the making.

This coming year, SPJ will again be offered free space at CMA. There is also an opportunity for expansion of our presence at the conference: more résumé critiques, more sessions, more exposure.

And so I’d like to ask the board to consider supporting this outreach project financially, at the very least for the upcoming year when SPJ will be receiving free convention space at CMA. I will again volunteer to organize and plan SPJ’s space in the Expo Hall and other portions of the Society’s participation because I have seen how valuable it can be.

This is important. Not only is it a vital component to creating a presence in the college journalism world and the growth of our student members, it ultimately benefits the profession as a whole by impacting the true future of the business: young journalists.
Graduated Professional
Chapter Requirements

Approved Sept. 11, 2002, by the national SPJ board
Revised October 15, 2005; Aug. 27, 2009; and April 17, 2010; and Oct 3rd, 2010 by the national
SPJ board

Four Stars

— Chapter completes six full-membership activities on journalism-related topics such as
diversity, freedom of information, ethics or any other topic that furthers SPJ’s mission.
— Chapter supports student journalists by offering scholarship awards, mentoring programs or
other assistance as identified by the chapter board.
— Board members are in regular communication with each other, national headquarters and their
regional director.
— Chapter displays consistent communication with full membership via vehicles such as
newsletters, e-mail email or a Web-site website.
— Annual report is filed on time; financial review is completed.
— Chapter is represented at regional conference and national convention.*
— Chapter is successful in recruiting new members.

Three Stars

— Chapter completes four full-membership activities on journalism-related topics such as
diversity, freedom of information, ethics or any other topic that furthers SPJ’s mission.
— Chapter supports student journalists by offering scholarship awards, mentoring programs or
other assistance as identified by the chapter board.
— Board members are in regular communication with each other, national headquarters and their
regional director.
— Chapter displays consistent communication with full membership via vehicles such as
newsletters, e-mail email or a Web-site website.
— Annual report is filed on time; financial review is completed.
— Chapter is represented at regional conference and national convention.*
— Chapter maintains effective membership recruiting strategy.

Two Stars

— Chapter completes three full-membership activities on journalism-related topics such as
diversity, freedom of information, ethics or any other topic that furthers SPJ’s mission.
— Board members are in regular communication with each other, national headquarters and their
regional director, and communicate with full membership on a consistent basis.
— Annual report is filed on-time; financial review is completed.
— Chapter is represented at regional conference or national convention.*
— Chapter has a membership recruiting strategy.
One Star

— Chapter completes two full-membership activities on journalism-related topics such as diversity, freedom of information, ethics or any other topic that furthers SPJ’s mission.
— Board members communicate with each other.
— Chapter is represented at regional conference or national convention.*
— Annual report is filed.
— Chapter may lack a membership recruitment strategy.

* Chapters may apply for waivers from this requirement. A written request seeking a waiver must be submitted to the chapter’s regional director, who has the authority to approve or deny the request. Applying for a waiver will not automatically guarantee approval. The application for a waiver should fully outline the reason for the request and describe what steps will be taken over the next two years to allow the chapter to send members to the national convention and regional conference.

Rewards

1. Four-star chapters would receive a 35 percent discount off the price of registration for two delegates to attend the national convention.
2. Four-star and three-star chapters would be recognized annually in Quill and awarded a certificate at the national convention. Such chapter would also be recognized at regional conventions.
3. Any extra bags from the national convention would be divided first among four-star chapters, then to three-star chapters.
4. Improved chapters (those making the step to the three- and four-star level) will be recognized at the national convention.
5. SPJ Headquarters will finance one chapter mailing (i.e. newsletter, regional conference information) for four-star chapters.

Implementation

The annual report is the primary evidence of professional chapter activity or inactivity. Chapters must have a current annual report on file for their delegates to be certified to vote at the national convention. Chapters that fail to file an annual report by the deadline may be subject to sanctions by the Board of Directors.

Staff, with the assistance of the regional directors and at-large directors, will evaluate all chapters and designate their rankings based upon the criteria outlined above. Chapters may submit additional evidence no later than 30 days after the annual deadline for the submission of the annual report.

Pro chapters should meet the requirements of a two-star chapter or better.

If, after examination of the annual report and any additional evidence, the headquarters staff determines a pro chapter is a one-star chapter or less, then the chapter shall receive the following attention, which is in accord with Article Five, Sections 13, and 14, 15 and 16 of the SPJ Bylaws:
Step One: Assistance

From the time of the determination by headquarters staff that a pro chapter is ranked as 'one star' until the deadline for submitting the chapter's annual report in the next following calendar year, the chapter will be receive assistance. Headquarters staff, in consultation with that chapter's regional director, will help and advise chapter officers to raise the chapter to the 'two star' level.

Step Two: Probation

If after the deadline for submitting the chapter's annual report in the calendar year following the year Step One begins, the chapter has again failed to advance to the 'two star' level, the headquarters staff will forward the matter to the national Board of Directors. The board will decide at its annual summer meeting whether to continue — by no more than one more calendar year — the assistance period, or to classify the chapter as under probation.

Under probation, the headquarters staff, in consultation with that chapter's regional director, will continue to provide assistance to chapter officers. But in placing a chapter on probation, SPJ must forward to the chapter president and to the chapter's regional director written notice of the chapter's probationary status. Probationary status can last no more than one calendar year. If in the judgment of the headquarters staff the chapter improves to the 'two star' level, by the end of this one calendar year, it shall be immediately returned to normal, active status.

A chapter on probation is not considered a chapter in good standing. As a result, the chapter is deemed ineligible to have delegates certified to vote at the national convention.

Step Three: Inactive/Revocation Status

If after the deadline for submitting the chapter's annual report at the end of the probationary year the chapter has again failed to improve, the headquarters staff will forward the matter to the national Board of Directors at its annual fall meeting. The board may choose one of the following options:

1. Declare the chapter inactive. The chapter will be deemed ineligible to send delegates to the national convention. Local dues collected by the national organization after the declaration will become the property of the national organization; however, SPJ may decide to allow such local dues to be held for the chapter until such time it returns to active status, when those dues can be returned to it by decision of the Board of Directors or the Executive Committee.

As soon as the following July 1, the chapter may reapply for active status. The Board of Directors or the Executive Committee may then grant the chapter active, but probationary status (Step Two above), and it must meet requirements set forth in Step Two in order to return to normal, active status.

2. Declare the chapter's charter revoked. The chapter immediately ceases to exist and its officers'
terms of office immediately end. Chapter members in good standing with the Society shall have
the option of affiliation with an active chapter, to which they shall pay local dues. At any time
after the revocation, members in the geographic area of the former chapter may apply to form a
new chapter under Article Five, Sections 1, 2, 3 and 4 of the SPJ Bylaws.

A chapter declared inactive by the Board of Directors may have its charter revoked by either the
board or the Executive Committee at any time after it has been declared inactive.
ARTICLE NINE

Convention

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

Section Two. The convention shall be composed of delegates or representatives of each chapter, the national officers and the national board of directors.

Section Three. In the convention, each professional and campus chapter considered as active in good standing shall have one vote for each 50 members or fraction thereof. Voting must be done by accredited delegates or their accredited alternate delegates present on the floor of the convention. Delegates cannot vote by proxy. National officers and members of the board of directors who are not delegates may not vote. In case of a tie, the presiding officer shall cast the deciding vote. Representatives of chapters who are not accredited as delegates may not vote.

Section Four. Each chapter shall inform SPI national staff at least five business days before the opening business meeting of the names of persons who will act as its delegates and alternate delegates.

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

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

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

DATE: September 8, 2011
FROM: Lauren Bartlett, Communications Committee Chair
SUBJ: Communications Committee Report
FOR: SPJ Board of Directors

The Communications Committee was established this summer by President Hagit Limor, replacing the Public Outreach Committee that had gone on hiatus at the committee's request because of a lack of funding opportunities.

In July, the Executive Committee awarded a $1,000 grant. We are working to use that money to place our ad with the branding statement "Fighting for your right to know, one story at a time" on The New York Times website.

The committee is in the process of identifying foundations to seek funding for other placements of that ad, as well as placing a PSA developed by Mark Scarp for the committee. At a time where membership and an understanding of what SPJ stands for is so critical, these are good ways to get the word out.

At the writing of this report the committee is developing a media plan for the national convention. The plan will include recommendations for media coverage for this historic conference — the first joint effort between SPJ and RTDNA.

Once the committee is successful in implementing previously developed initiatives, it plans in the next year to work on new ones. Ideas include:

- Writing a strategic communications plan. There are a lot of SPJ news releases, and they don't stick to one theme. With a strategic plan, all materials can be written toward achieving the goal.

- Doing a poll on a journalism-related issue. It could be released during a slow time for news, such as Thanksgiving weekend, when news other than shopping stories is hard to come by. One possibility: doing a poll at the next national convention. The committee would write the poll, and then turn it over to headquarters staff to administer.

- For a Project Watchdog-like program, creating a program for community leaders. Every city has some kind of leadership program — and the bigger ones have several. They meet for several weeks and take fieldtrips. We suggest that one of the
fieldtrips be to a newspaper, TV station or radio station. The group would sit in on a budget meeting in the morning or afternoon. Then could try to edit a story and write a headline, and then have a discussion with the journalists about what the people in the leadership group saw. We think this is a program that can be designed in a box — any paper or station could do it. SPJ could publicize it by posting a house ad on SPJ.org.
MEMORANDUM

DATE: September 9, 2011
FROM: George L. Daniels, Diversity Committee Chair
SUBJ: Diversity Committee Report
FOR: SPJ Board of Directors

The Diversity Committee undertook three priorities for its 2010-2011 term this year. In this report, we provide a progress report on each of those priorities. Following our last convention in Las Vegas, the committee focused its attention on: 1) Continuation and Further Development of Diversity Leadership Fellows Program; 2) Updating The Rainbow Sourcebook; and 3) Yearlong Education Campaign Focused on Increasing Journalists’ Sensitivity When Referring to Under-represented Groups.

DIVERSITY LEADERSHIP FELLOWS PROGRAM
While emphasis was placed on ethnic and racial diversity as a priority, the committee successfully opened the Diversity Leadership Fellows program up to those from historically under-represented groups (i.e. LGBT, Disabled). A healthy applicant pool of journalists from at least seven different racial and ethnic groups included some who self-identified as being from the LGBT community and others who have some sort of disability. One problem in this year’s pool was shortage of qualified male applicants — those who had both the requisite journalism experience and membership along with a track record of involvement in SPJ.

We are excited to welcome the 2011 class of Diversity Leadership Fellows to Excellence in Journalism 2011. We are also pleased that the SDX Foundation Board has agreed to fund the Fellows Program for the 2012 Convention in Ft. Lauderdale. Our thanks to committee members Pueng Vongs, Curtis Lawrence, Becky Tallent, Amber Stearns and Reg Ragland for their hard work in pushing forward this initiative.

UPDATING RAINBOW SOURCEBOOK
The major concern with the current Rainbow Sourcebook is that it is up-to-date and useful for reporters who are using different web-based, social media tools to find sources for their stories. To address this concern, members of the Diversity Committee have worked on two fronts: seeking partnerships with other journalism organizations and crafting a strategy for updating the Sourcebook content. This is an ongoing process.

YEARLONG INFORMATION CAMPAIGN
The committee’s yearlong information campaign to educate journalists about the importance of sensitivity when referring to individuals from historically under-represented groups was manifest in the publication of at
least two articles or tools columns in Quill magazine. The campaign was
launched, in part, in response to a proposed resolution to suggest the
discontinuation of the use of the term "illegal immigrant." On its most
recent conference call, the Diversity Committee voted unanimously to
support a rewritten version of that resolution, which was proposed by
Committee Member Leo Laurence.
MEMORANDUM

DATE: September 8, 2011
FROM: Kevin Smith, Ethics Committee Chair
SUBJ: Ethics Committee Report
FOR: SPJ Board of Directors

Since the last report to the president and board at the April national board meeting, the ethics committee has been involved in the following activities:

May – The Los Angeles pro chapter, with the assistance of the West Coast members of the ethics committee, held a panel discussion on journalism ethics in the movies. Panelists discussed how journalists are usually portrayed as ethical sloths in television and cinema, and why that happens. Panelist then engaged the audience in conversation about why that stereotype is allowed to conflict with real journalism practices and the established standard.

This activity fulfilled one of the committee’s goals to work to reduce the harmful effects of stereotyping journalists as unethical cretins who shed values, principles and integrity for the pursuit of a story. The goal is to eventually place SPJ in a position to become a consultant on movies and television sets to work with directors and writers to impress upon them how journalism is conducted and that the vast majority of journalists work within ethical guidelines and not outside those lines. Cable television is excluded from that statement.

July – Following the ethical implosion at News of the World in Great Britain, the prime minister announced that he was establishing a committee to look into the ethical standards of the media for his country. The committee would be separate from the ethical and legal investigation into the Murdoch newspaper and its employees in the phone hacking scandal.

With the assistance of headquarters’ communication staff, I sent a letter to Prime Minister David Cameron along with a copy of the newest SPJ ethics book and offered our interest in serving on the committee. It was pointed out to the prime minister that SPJ’s ethics code has had great influence on codes in many countries and 12 copies of the very first SPJ ethics book was purchased by the British Parliament. I expressed our interest in helping establish ethical guidelines that would transcend cultures and politics and cited our experience in helping other journalism organizations in other nations resolve their concerns. We received a letter in mid-August saying the prime minister was taking our request under advisement.
July — I participated in SPJ’s Reporters’ Institute in St. Petersburg at the Poynter Institute and delivered a workshop on ethical concerns in today’s Internet environment. The audience had about 35 early career journalists working in print and online.

At the end of that week, SPJ President Hagit Limor and I joined efforts to deliver an ethics session at the Native American Journalists Association national convention. The session was used to showcase certain case studies and outlined a method and checklist for helping make ethical decisions. The session came by way of a meeting we had with tribal leaders at the 2010 SPJ national convention. The leaders were in attendance at our convention and were especially interested by the ethical programming there. We hope this is the start of another organizational relationship for SPJ.

In late July SPJ issued a statement praising ABC for its newly developed policy against paying for news content. The press release stated that SPJ would support the plan not to pay for news content, such as in the case of Casey Anthony when ABC spent more than $200,000 for licensing fees for photos and tapes of the accused killer.

August — As a follow-up, in August the ethics committee drafted a pledge for television executives to sign that would show their support for a similar stance on checkbook journalism. The pledge asked the executives to refrain from the practice of buying news in any form, whether it was licensing fees or in-kind services such as free airline travel and special compensation for sharing information.

September — Going back to organizational relationships, the ethics committee was approached by the Public Relations Society of America about writing an ethics blog to its membership. This is the first effort to work with PRSA since I attended an ethics summit in New York City in 2005. This could develop into a mutual sharing of speakers and resources between the two ethics committees. My blog appeared in the middle of September.

As part of our continued effort to promote the new book, a convention session has been dedicated to discussing ethical issues and how the new book can play an important role in navigating ethical dilemmas. Committee vice chair Fred Brown is heading that discussion along with member Irwin Gratz and former member Liz Hansen.

Additionally, there are two other ethics sessions at the convention — the ethics of entrepreneurial journalism, which will feature local New Orleans online investigative reporter/start-up owner Ariella Cohen and nationally recognized new media expert Mark Briggs. I will then assist on a session to discuss social media ethics with RTDNA’s foundation chairman Stacey Woelfel.

Continuing — The Ethics Hotline continues to be a lively place, averaging about three calls a week from journalists, members of the public or public officials asking for guidance on ethical problems. The majority of the calls come from journalists either faced with a decision, upset at a decision a boss has made, or really upset over some perceived ethical violations of a competitor. Fred Brown and I usually handle the
majority of the calls and divide them, though members Elizabeth Donald and Mike Farrell have assisted when the call volume becomes heavy.

We produced six Toolbox columns for Quill magazine, ranging from checkbook journalism to conflicts of interest to how to use the new ethics book for maximum benefit.

Discussions about revising portions of the ethics code continues. There is a division about this, but, based on informal polling of rank-and-file members and ethics committee members, there is a majority viewpoint that the code should at least be given a fair and honest evaluation. Most believe certain cosmetic editing could be made to bring it more up to date. The debate continues but we will pursue this in earnest in the coming year.

Lastly, as a footnote, the majority of SPJ’s ethics committee members do not believe the Helen Thomas Award should be restored. The ethical considerations of her actions speak loudly to violations of our code and therefore, despite attempts to couch this debate only in terms of a free speech issue, there are strong ethical undertones to her behavior. And for that reason, most of the members do not feel it appropriate to continue this association.
MEMORANDUM

DATE: September 9, 2011
FROM: David Cuillier, FOI Committee Chairman
SUBJ: FOI Committee Report
FOR: SPJ Board of Directors

This past year was big for freedom of information advocacy and training, since September 2010:

BLACK HOLE AWARD
The new Black Hole Award, proposed by FOI Committee member Don Meyers and coordinated by FOI Committee member Mike Farrell, got much more media exposure and had a much greater effect on access than we ever anticipated. We “honored” the Utah Legislature and governor in March during national Sunshine Week, following their gutting of the state’s public records law. The legislation made Utah the most secretive state in the nation and even more backward than Mexico, Kyrgyzstan and Albania. On March 16 FOI Committee Chairman David Cuillier traveled to Salt Lake and presented the award to the governor and Legislature (although nobody showed up except the media to cover it). The coverage and opposition was well coordinated by Salt Lake SPJ leaders Linda Petersen and Tom Haraldsen. A week later the Legislature repealed the legislation.

FOI TRAINING
We continued to provide FOI training for members:

- **On-the-road training funded:** We got approval for “Access Across America Part II” thanks to headquarters incorporating it into the training budget for 2011-12 from the SDX Foundation. The tour is planned for spring/summer 2012, when the funds will be available and regional trainers can coordinate and then go out. The idea is to expand the on-the-road concept through the use of regional trainers (me in the Southwest, Charles Davis in the Southeast, Joey Senat in the Midwest, Ian Marquand in the Northwest, and Courtney Barclay in the Northwest). Each of us would travel for a week to 10 days, all at once or in blocks of three or four days, conducting training for SPJ chapters and small news organizations. Charles is working on potential co-sponsorships to help us reach more people, and he would like to rent an RV and do it up right! We are meeting at the national convention in New Orleans to work out logistics.

- **Online FOI module:** In March we produced a five-part online FOI training module for the e-campus SPJ website, thanks to Deb Wenger coordinating, along with actor assistance by Scott
Leadingham and Lauren Rochester. The topics are: 1) Top-10 must-have records, 2) How to learn FOI law, 3) Effective requests, 4) Overcoming denials, and 5) Dealing with data.

- **FOI sessions:** We continued to provide FOI training sessions for SPJ chapters, newsrooms, and others, including for the Fresno Bee, the Goldwater Institute, Reporters Institute in Florida, Region 10 spring conference in Richland, Wash., and the National Newspapers Association conference this month in Albuquerque.

- **Conference panels:** We have organized several FOI-related training sessions and panels for the national conference in New Orleans, including one on “Records of Disaster” and another on how to acquire data records and post them to the Web.

- **National FOI trainer idea:** David Cuillier is talking with other journalism organizations about how to go about creating a national FOI trainer. ASNE, for example, is supportive of the idea, particularly if the person coordinates Sunshine Week for part of the year then spends the rest of the year coordinating regional trainers, developing online training, creating K-12 curriculum, leading public awareness campaigns, etc. If we can get buy-in from various groups (NNA, Reporters Committee, etc.) and grant funders, then we hope to put together a detailed proposal for everyone to consider.

**HELPING JOURNALISTS**

- We assisted dozens of journalists who had questions about open records laws or problems getting information, and were quoted in stories in The New York Times, Boston Globe, television reports and other publications.

- We signed onto a variety of letters, or submitted letters regarding media issues, such as:
  - Opposing an amendment (S. 3302) to the Motor Vehicle Safety Act that would make much more information secret, such as vehicle safety defect reports and consumer complaints.
  - Supporting legislation that would provide protections to whistleblowers in a rationale way (unrelated to WikiLeaks).
  - Opposing heavy-handed tactics by federal agencies who use PIOs to impede journalists’ access to sources, particularly in the health and science arenas.
  - Opposing provisions in the National Transportation and Safety Board Reauthorization Act of 2010 that would make board investigations secret, among other things.
  - Opposing HB 37 in Maryland that would hamper access to electronic records (letter from local chapter and letter from national on the Senate version on March 22).
  - Opposing HB 477 in Utah that gutted the state public records law. Wrote column and presented Black Hole Award (column attached).
PIO CONTROLS STUDY
FOI Committee members Carolyn Carlson and David Cuillier started working on a study looking at how federal agencies are controlling the flow of information, based on a survey of journalists. Results will likely be released during Sunshine Week 2012. This is at no cost to SPJ.

CONTRIBUTED CONTENT
Continued to produce FOI Toolbox columns for Quill:

- David Cuillier column for October on the Office of Government Information Services
- Joel Campbell column for December on records about nonprofits
- Ana-Klara Anderson column for January/February on tips for litigating access cases
- David Cuillier column for March/April on easily putting government data online for free in tables, maps and charts
- Joel Campbell column on tips for fighting secrecy legislation, based on what they learned in Utah
- David Cuillier column on records of disaster for July/August issue
- Joel Campbell column for September/October issue on FOI issues journalists face in the UK and how it compares to the US.

TRANSITION
After four years as FOI Committee Chairman, David Cuillier did not request a reappointment for 2011-12 because he is running for secretary-treasurer. Volunteers were solicited among FOI Committee members but because of various commitments and job changes, a successor from the committee did not emerge. Linda Petersen, an active SPJ member and FOI warrior from Utah, however, expressed her interest in the position and is willing to serve. Cuillier, grateful and proud to have been a part of such a great group, will continue serving as a committee member if needed.
MEMORANDUM

DATE: September 9, 2011
FROM: Lynn Walsh, Generation J Committee Chair
SUBJ: Generation J Committee Report
FOR: SPJ Board of Directors

ABOUT
Generation J is an SPJ committee where future newsroom leaders can collaborate to build newsrooms of the future. We offer an opportunity for early-career journalists to give or get career advice, share and obtain industry insight, pick up new skills and tools and stay on top of the issues that affect journalists and newsrooms every day. The Society of Professional Journalists and the Generation J committee inspire journalists to improve and protect journalism.

WHO
Seven journalists based in cities throughout the country sit on the committee writing for the blog, maintaining social media accounts and participating in a variety of outreach activities. The committee is chaired by Lynn Walsh, an investigative journalist based in Columbus, Ohio. The other committee members are: Jennifer Rowell, Jennifer Sullivan, Mike Brannen, Jackie Ingles, Nathaniel Miller and Jacob Probus.

WHAT
SPJ Generation J is working toward its mission by participating and leading the following programs:

- **SPJ Mentor Match-Up.** With the help of the SPJ Professional Development Committee and Heather Dunn at SPJ headquarters the Generation J Committee has revamped the SPJ mentor program. The program transitioned from a traditional mentor program with veteran journalists and early-career journalists to one that is community based using Facebook. The group is private and only SPJ members can join. Every few months there are new mentors that join and provide advice and answers to questions from anyone in the group. The great thing about the Facebook group is that people can respond when they want and on their time. The group also allows for discussions about industry trends, journalism ethics and more in a private and safe environment. As of September 6, 2011 there were 52 members in the group and close to 20 discussion threads started by members of the group.

- **First Draft Blog.** Committee members take turns creating posts for the blog that is part of the SPJ blog network. Contributions range from industry insight from committee member to tips on
creating better coverage in a news organization. This year the committee has been working hard to update the blog on a regular basis with at least one new post a week. In the next few months the goal is to have at least two new posts a week from committee members.

- **SPJ 2011 Conference in New Orleans**: Two members of the Generation J committee, Lynn Walsh and Jennifer Sullivan, will be critiquing resumes during the 2011 convention in New Orleans.

- **Social Media.** Generation J has a presence on Facebook, Twitter and LinkedIn. All committee members work together to update and keep the accounts fresh with new links and information. The committee has discussed being more active on Twitter by participating in various Twitter chats like the SPJ chats on Thursday.

- **CMA 2011 NYC Conference.** Lynn Walsh attended the 2011 College Media Advisers convention in New York City in March. The committee saw the conference as an opportunity for SPJ and Generation J to reach current college students before they graduate. Lynn worked closely with SPJ student representative Tara Puckey to bring SPJ information and programs to the conference. Lynn also critiqued resumes as part of the free resume critiques organized by Generation J and Puckey. The conference is an amazing outreach opportunity for Generation J to reach out to future Gen Jers and potential SPJ members. It was an opportunity to raise awareness about the committee and SPJ while helping future newsroom leaders. Next year, Generation J would like to attend the conference and have a bigger presence by presenting a training session.

- **Future plans**: Along with continuing to develop the SPJ Mentor Match-Up program and the First Draft blog, the committee has discussed two other possible programs/areas of focus for next year:

- **SPJ Generation J member spotlight**: The idea is to highlight a current SPJ member who fits the Generation J profile. We advertise Gen J as a committee for younger or newer journalists who are still trying to get their feet wet in the news business. We would work closely with the SPJ Membership committee to find people who fit this description and then would contact the person to see if they would like to be featured in a post for our blog. The format could vary and would be whatever the person being highlighted is most comfortable with. The members of the Generation J committee have a variety of experience so the format could be a basic brief interview with them, Q&A type style. It could even be a video interview or an audio interview. And if we have different formats it would be more interesting. We could include, photos, make it a slideshow, etc.

- **Outreach to young journalists**: Generation J committee members feel there is a strong need to reach out to young journalists before they graduate. After attending the CMA conference in N' Year, I noticed there are student journalists that
are not aware of the benefits SPJ can offer them now and in the future. The Gen J committee feels that this lack of knowledge can lead to lower membership for SPJ now and in the future. The committee feels SPJ has a lot to offer journalists, especially young journalists, and we want to help spread the word about the organization as a whole and our committee. To do this, we want to be able to attend more conferences and do more targeted outreach at events and meetings where our target demographic is present.
MEMORANDUM

DATE: September 12, 2011
FROM: Al Cross, Government Relations Committee Chair
SUBJ: Government Relations Committee Report
FOR: SPJ Board of Directors

The limited activity surrounding our issues in Washington in the past year left the committee inactive until recently, when we saw serious trouble in state legislatures, where lawmakers and local governments sought to repeal or weaken laws, ordinances and policies that require governments to publish information in local newspapers. We believe SPJ should respond to this challenge by encouraging and helping its chapters and individual members to become active in the protection of public-notice laws.

Several states have repealed laws requiring publication of legal notices in newspapers and replaced them with Internet publication, and more are considering such legislation. While this may be seen mostly as a financial issue for local governments and newspapers, it has implications for public information and journalism. Surveys by the Reynolds Institute at the University of Missouri show that government legal notices are not as well read on websites as they are when published in newspapers, and many Americans are not online. Legal advertising can be sources for news stories, and is a significant share of many newspapers’ revenue, so its loss could leave them with fewer story tips and fewer journalists. The recent Federal Communications Commission report on the future of local news recognized a governmental responsibility to support activities that encourage transparency and accountability, saying the federal government should consider steering some of its advertising to local news outlets to support their journalism: http://www.niemanlab.org/2011/06/fcc-report-recommends-targeting-government-ads-toward-local-news.

Most state newspaper associations have countered governments’ lobbying to weaken public-notice laws by creating websites to which member papers upload their legal ads for free. Another useful argument is that most newspapers print much government-generated information in their news columns: property transfers, court news, restaurant inspections, etc. However, the increasingly squeezed condition of state and local budgets is creating more pressure to change or repeal laws that require paid publication of ordinances, budgets, hearing notices and so on. Committee member Frank Gibson’s recent experience in Tennessee is just one example. I have included his recent report for the Tennessee Coalition for Open Government, and boldfaced the public-notice issues in it. If you are interested, I have a similar and more detailed report from Ohio, where the lobbying for public notice was less successful.
This is an issue in most states, according to the Newspaper Association Managers group. Some of the managers said SPJ could not only help generate and shore up support for public notice, because we have no direct financial interest in such issues, but also help journalists understand the value of it.

Steve Key of the Hoosier State Press Association wrote, “SPJ could help educate journalists as to how public notices serve as the fourth leg of the public’s right to know stool, chair, table, whatever — along with the Open Door Law, Access to Public Records Act and the First Amendment protections for speech, press, right to petition, and right to assemble. They could do seminars on the types of stories can be generated by reporters following up on public notice advertising. They could suggest ways newspapers can make public notice advertising more understandable to the public, which may otherwise just pass over that mass of small type that looks like legal mumbo-jumbo.”

Mark Thomas of the Oklahoma Press Association replied, “I was stunned a couple of months ago when we were fighting off two legal notice bills by the counties. I was interviewed many times by reporters. Not only were long-time reporters a bit ignorant of public notice and its role in the entire process, but the newbie reporters were completely clueless. One reporter (at least) called back to ask me if newspapers get paid for these notices and how that worked. That was when I was stunned and a little depressed about our future. The paper does get money, but this is different than learning about how the car business works because auto dealers advertise. These notices are an important part of the three-legged stool — to use your example. They love to crow about how much they know and defend open meetings and records, but are completely silent on knowing about public records. In fact, when they learn the newspaper gets paid for the notices they actually run the other way in disgust.”

So, we believe this is an area into which SPJ should expand its education and lobbying efforts, largely through its chapters, but with guidance and exhortations from the national level. We hope the board will endorse this course of action for the committee and SPJ in the coming year.
Legislature’s target this year was newspapers
By Frank Gibson

The 2011 legislative session was the most contentious since the late 1960s, when The Tennessean, Nashville, and the News Sentinel, Knoxville, fought efforts to keep reporters out of committee meetings. When three refused to leave, they were banished from the Senate floor until a federal judge ruled otherwise.

Much has improved from those days when a simple nod from one member could clear a committee room. No motion, no second, no discussion. And, no recorded vote to close the meeting.

Troublesome bills on open records and public notice were actively under consideration from the first week of session until the last day. At some points, a few members showed overt hostility to the press.

The Tennessee Press Association, the Tennessee Coalition for Open Government and its media and citizen partners faced more than 25 bills. In the past, it would be unusual to see that many threatening pieces of legislation in a full two-year session.

Bills this year included seven proposals to close public records or to charge high fees to inspect them and 10 bills affecting “good government/open government” laws. Five others had First Amendment implications, and three I would describe as “trade” bills. Some were politically-motivated and targeted particular local publications, but if they had passed, other cities, counties and publications would have been included.

By my count, one records, one notice passed, but three were referred to “summer study” and could resurface.

SB1299/HB1920. Foreclosure public notice. Efforts to reduce the number and content of foreclosure notices from three to one failed when the Senate accepted a compromise with the Tennessee Bankers Association, keeping the number at three. The House sponsor has vowed to try again next year.

RECORDS
The number of open records bills, seven, was on par with years past, but some of the 2011 proposals were more serious than we’ve seen recently. Only one passed; two or three others are expected back next year. Here is a recap of the major ones:

SB1951/HB1875 would have allowed state and local government to charge $1.7 million in labor fees to prepare records for public inspection. One proposed amendment, never adopted, would have mandated the state open records counsel set a fee schedule. The bill was amended at the last minute to say the right to inspect records does not include the right to physically inspect equipment containing it. It deleted all references to inspection fees.

SB1665/HB1539. Proposed by the State Emergency 911 Board, it would have closed the content of all 911 emergency calls and other 911 records. As amended in the Senate, the 911 tapes would have remained open, but it would have been illegal to “re-broadcast or re-publish” them. It got to the House floor, but the sponsor held it over to next year.

SB1168/HB1774 would have allowed local government to withhold certain details of economic development agreements if local officials deemed the information to be “of a sensitive nature.” “Sensitive” was defined as anything – beyond the “proprietary or trade secret” information typically protected – that might hinder efforts to reach an agreement. Local officials would get to decide what is “sensitive” and what is not. Those records would be closed up to 5 years. It was brought by the Shelby County Chamber of Commerce. Senate Majority Leader Mark Norris, the sponsor, never moved the bill.
SB1583/HB1342 would have applied the same rules to industrial recruitment activities. It was brought by the City of Memphis and was combined later with the Memphis chamber bill.

SB822/HB424 was adopted by House and Senate. It closes information that property owners provide local government when they obtain burglar alarm permits. It was brought by the state burglar alarm/security system association, which argued that burglars can identify potential targets by finding out who has security systems and who does not. Never mind that they have to show a photo ID to even look at the records and many communities that regulate alarm systems require the public posting of permit decals.

SB1844/HB1154 would allow government attorneys to petition a court to declare public records off-limits to attorneys and parties who are suing the government. The Tennessee Municipal League brought the bill and worked with us on some of our concerns, but the bill did not move in the Senate. TML argues that plaintiffs get an unfair advantage because they can get information through the TPRRA instead of through the normal discovery process.

SB1604/HB1736 attempted to prohibit litigation from being used to withhold otherwise public records. Both bills were held to 2012.

GOOD AND OPEN GOVERNMENT

SB115/HB284 by Sen. Stacey Campfield was a transparent attempt to reduce government transparency and to target the News Sentinel, Knoxville, by requiring that all public notices (sunshine and others) in Knox County be posted exclusively on local government websites. It was disguised as a two-year “pilot project,” but no official monitoring procedures were established so the goal was obviously to punish the media. It ignored research showing that 48,000 of 197,000 Knox County households do not own computers and only 29 percent (43,600) ever visit a local government website.

SB1263/HB1309 would have put all municipal and county public notices in Hamilton County on local government websites despite research showing 32,000 of 151,114 households there do not own computers and only 35,800 look at local government websites. Originally requested by the City of Chattanooga, and joined by other local government, it was touted as a measure to save money. It was sent to summer study in the Senate State and Local Government Committee.

SB772/HB1115 was a package of election administration changes that included, as an austerity measure, eliminating one of the two publications of sample ballots before an election. As proposed, it would publish one sample ballot five days before early voting but eliminate the sample ballot five days before regular voting. The latter is the period that voters are typically ready to focus on elections. Newspaper revenue was not an issue. It was more about “good government.” Public notice and government disclosure should not be reduced simply to save money. Second sample ballot was restored in the final budget amendment.

SB55/HB1214 would have removed the requirement that plans by municipalities to annex new territory be published in a newspaper. Such publication historically ensured citizens in the community with a direct or indirect interest could learn of it. Annexations do not occur often, so it is not a revenue issue. The House sponsor, Rep. Stave Hall of Knoxville, said his intent was to add a direct mail notice to affected property owners, not replace current notice requirements. Hall amended the bill in the House to correct the oversight and the Senate sponsor, Sen. Stacey Campfield, went along.

SB1526/HB2066 was designed to get a small and controversial free-circulation newspaper in Rutherford County certified as a “newspaper of general circulation.” Two separate advisory opinions from the state attorney general found it did not meet the legal definition. The bill would allow the secretary of state to “make a determination regarding whether or not a publication is a ‘newspaper of general circulation’” maintain a list on its website, and potentially - 4 - locations of that designation. We opposed it because
we feared it could effectively put the government in the business of regulating newspapers. That could have constitutional implications. It was referred to summer study in the House.

SB131/HB164 would post notices of proposed sale of confiscated firearms on city/county websites. Campfield/Hall. Part of the Campfield package. It did not move.

SB795/HB488 would increase the amount of indebtedness for a court-ordered judicial sale from $200 to $500. It did not move.

SB2025/HB1663. An anti-paparazzi bill, it would have created a statutory physical invasion of privacy and set a new legal standard for invasion of privacy on top of current Common law and case law. It would have created $50,000 civil fines for recording/photographing, transmitting and publishing. We worked with the Tennessee Association of Broadcasters and others. Taken off notice in Senate in closing days of session. SB2064/HB1960 would have created a criminal version with the same standards. It was dropped late in the session in favor of the civil version but was deferred to 2012.

SB906/HB721. Proposed several times in the past, it would have recognized a Web-only publication in Hamilton County to satisfy various public notice requirements. Never moved this session.

SB1066/HB1155. Bar association (and originally bankers association) bill. Sets up system to put full legal notice of foreclosures on secretary of state website with an abbreviated version published in newspapers, almost an index and refer to SoS website. Uncertain what will happen in the next session since it did not move this year.

SB1293/HB1265. Reduced from two to one the public notice required when a self-storage renter defaults on a unit contract and the self-storage owner proposes to sell contents to satisfy the debt. Originally removed all notices.


Four proposed constitutional amendments included language that said the “publication” requirement in the state Constitution could be satisfied by simply posting the proposed amendment on the secretary of state and/or General Assembly website. They were changed to neutral language. According to Internet access research in Tennessee, only 75 percent of households statewide own computers and only 37 percent have ever visited any state government website.

FRANK GIBSON is executive director of the Tennessee Coalition for Open Government, a member-supported, non-profit organization working to improve and preserve access to public information. He can be reached at (615) 202-2685. Email: fgibson@tcog.info
MEMORANDUM

DATE: September 8, 2011
FROM: Dana E. Neuts, Freelance Committee Chair
SUBJ: Freelance Committee Report
FOR: SPJ Board of Directors

The first half of the 2010-2011 SPJ year was relatively busy with weekly blog posts to the Independent Journalist and the creation of the five-video eCampus freelancer series. The latter half of the year has been a little quieter with a number of our members on vacation or dealing with family emergencies. The committee did not hold any meetings or conference calls during this period of time, but I was in regular contact with the more active members of the committee, including vice chair Michael Fitzgerald.

INDEPENDENT JOURNALIST BLOG
Among us, we continued to post to the blog with David Sheets, Paula Pant and myself as the most frequent contributors. Paula focused on the financial end of freelancing while David concentrated on remaining productive and avoiding distractions. Jeff Cutler also provided a few humorous columns about the freelance life. I wrote about a variety of topics, including links to freelance-related articles, classes and workshops. I also used the blog to respond to FAQs I get from other freelancers.

Since we started measuring site statistics for the Independent Journalist in December 2010, we have averaged more than 2,073 page views per month. When we post weekly, our numbers are noticeably higher than in slower months like July and August 2011 where we only had a few posts.

OTHER CONTRIBUTIONS
Managed by Michael Fitzgerald, members of the committee contribute to Quill magazine on hot freelance topics. Committee members speak at workshops and conferences around the country including SPJ events, and represent freelancers in their local SPJ chapters and other journalism organizations. Our annual SPJ conferences always include a freelance component. As an added bonus this year, we may host a freelance tweet-up during the conference.

Our five-video freelance series was completed in April 2011 and posted online shortly thereafter. As of August 3, 2011, we had 70 unique viewers. I'd like to see this number grow over time as SPJ promotes the On Demand training series and we promote it on the blog.

COMMITTEE MEMBERS
I have been asked by president-elect John Ensslin to repeat my term as freelance committee chair, and I have agreed to do so. Michael Fitzgerald
has agreed to return as the committee’s vice chair. Returning members of the committee include: Carol Cole-Frowe, Crai S. Bower, David Sheets, Maya Smart, Paula Pant, Ruth Thaler-Carter, Jeff Cutler, Paula Pant and Tara Puckey. Amy Green, the previous chair of the freelance committee, recently resigned from the committee to explore other pursuits. She has offered to remain available to us for consulting as needed. I am waiting to confirm continued participation with these members of the committee: David Volk.

CHAIR’S ASSESSMENT
Overall, I’m pleased with the freelance committee’s progress this year and, to the extent possible, I think we met SPJ President Hagit Limor’s challenge to become THE place for freelancers to go to for information. Providing consistent, quality material for freelancers was paramount, and we accomplished this through regular posts to the blog and by providing resources such as job search tools and the video series.

I am particularly excited about the committee’s passion for freelancing. Some committee members were more active than others, as you’d expect, but each member contributed something to our goals over the course of the last year. When I reached out to specific individuals seeking advice or input, each was prompt and helpful in replying to me. Members of the committee were particularly responsive and eager to volunteer to write for the blog, a refreshing change of pace for committee work.

GOALS FOR 2011-2012
The freelance committee will align its goals with those of SPJ’s elected president, which will presumably be John Ensslin. In addition to his goals for us, I’d like to get our Twitter account started (we have received permission from SPJ Executive Director Joe Skeel) to draw more attention to the freelance blog and current freelance issues. I want to continue weekly blog posts and, upon the conclusion of the upcoming SPJ conference, will convene with the committee to discuss programming for the 2012 SPJ conference in Florida. We will continue to provide content for the Quill on a bimonthly basis and field freelance questions as they arise. We will also serve the board and SPJ HQ in advisory capacity on relevant freelance issues.

Thank you for the opportunity to serve SPJ as freelance committee chair. It has been a rewarding experience.
MEMORANDUM

DATE: September 12, 2011
FROM: Rebecca Tallent, Journalism Education Committee Chair
SUBJ: Journalism Education Committee Report
FOR: SPJ Board of Directors

The Journalism Education Committee undertook two specific priorities in the 2010-2011 year. This report provides an update for those priorities, which were decided upon during the Las Vegas convention. Specifically, the committee agreed to 1) Develop a collection of syllabi and best practices for use by new faculty or faculty who are starting to teach in areas new to them and 2) develop a list of mentors for new campus chapter advisors. The committee met via phone conference twice in the year, once in early February and once in mid-August.

COLLECTION OF SYLLABI AND BEST PRACTICES

Immediately after the Las Vegas convention, two committee members sent copies of their syllabi to the committee chair, who had agreed to collect the materials; however, submissions almost immediately stopped as people were not reminded to send in the materials. When the committee leadership changed, the effort to gather the syllabi and best practices was rekindled and more committee members sent in materials. Committee member Jeff South is investigating how other organizations are allowing access to syllabi before this committee begins making the syllabi and other materials available. Once more information is gathered, the committee will establish the parameters for access to the materials.

DEVELOPING A LIST OF MENTORS FOR CAMPUS CHAPTER ADVISORS

Committee member George Daniels has been taking the lead in this project and has developed a prototype which will be the committee’s experiment for the coming year. Six mentors/mentees have been identified and will work together this coming year to see if the concept will work. Should the test be successful, the committee will offer mentor/mentee match-ups for campus chapter advisors who feel they need assistance in starting and/or growing their chapters.

FINAL THOUGHT

Despite a drop in committee membership by July, it was heartening to have so many SPJ members volunteer to join the committee. Just since the Aug. 16 meeting, four people have asked to join the Journalism Education Committee; and I am expecting more requests at the convention. It is good to know quality journalism education is at the forefront of so many people’s minds.

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MEMORANDUM

DATE: September 9, 2011
FROM: Sarah Bauer, Membership Committee Chairwoman
SUBJ: Membership Committee Report
FOR: SPJ Board of Directors

Over the past year, the Membership Committee has been working to develop new ideas and programs to build membership, with a focus on member retention. Informally, the group has worked with many local chapters to build membership recruitment and retention programs, through stronger programming, increased member communication, and other outreach. In addition, the Committee works with national staff and leaders to develop programs, policies and processes to make becoming and staying an SPJ member simpler. As chair, I have had the opportunity to interact with many current and prospective members, answering questions, promoting membership in the Society and acting as an ambassador for the committee.

MONTHLY RADIO PROGRAM

SPJ Members and non-members can tune into the Membership Committee’s monthly radio program, “Your SPJ Membership” broadcast live (and in podcast format) on BlogTalkRadio.com/spj. Committee member and regular program host Holly Fisher and periodic guest hosts welcome SPJ leaders and members from all over the country to talk about member benefits, programs, national events and other hot topics.

Working to dispel the myth that SPJ membership equates to “a bill and a Quill,” this program takes a deeper look at the Society’s programs, and the good work of members in the profession of journalism, and beyond. Programs have included a look at special resources and programs for freelance journalists, membership benefits and opportunities for students, a look at how journalists reach out to help fellow journalists in times of crisis (following the Joplin tornado), and a few shows dedicated to talking about successful local programs, to name a few.

LAPSED MEMBER OUTREACH

Building on a program started last year by Past President Kevin Smith, the membership committee worked in cooperation with Society volunteers and staff to contact lapsed members individually, by phone, to ask for them to re-join the society.

Once per quarter, a group of about 30 volunteers reached out to a list of lapsed members. Many members pledged to rejoin on the spot. Many people simply forget to renew their memberships and welcomed the
personal call. Others sited financial concerns, or movement into a non-journalism industry, as reasons for non-renewal.

MEMBER RECRUITMENT OUTREACH
Periodically, SPJ's national membership staff receives contact lists of non-members who've attended SPJ programming (for example, regional conventions). Chair Sarah Bauer reaches out individually to these prospective members by email and phone, asking them to consider joining SPJ, answering questions they might have about SPJ, and acting as a resource.

PROGRAM DEVELOPMENT
The Membership Committee is continually working to develop and implement programming at the local and national level to promote member recruitment and retention. Currently, the committee is discussing the feasibility of creating a Society-wide "Membership Month," with a focus on promoting SPJ membership nationally, and among active local chapters.
MEMORANDUM

DATE: September 9, 2011
FROM: Deb Wenger, Professional Development Committee Chair
SUBJ: Professional Development Committee Report
FOR: SPJ Board of Directors

MEMBER SURVEY
At our meeting during the 2010 convention, the committee devised a plan to survey members on their training and professional development interests. That survey was fielded in January 2011.

The chart below gives you an overview of training desired by just fewer than 450 members. Social media topped the list, followed by training in how to build a website and reporting for mobile devices.

The results have been used to help guide programming at the 2011 convention and to develop a new mobile news module for the Newsroom Training Program.

An article summarizing the survey results and taking a broader look at training options was published in the May/June issue of Quill.
TRAINING OPPORTUNITIES
As noted above, the committee works closely with SPJ headquarters on the Newsroom Training Program and the eCampus initiative.

The new mobile newsgathering training module will debut at the 2011 convention and will be offered to newsrooms later in the year.

eCampus recently added several new videos on access/FOI and freelancing. At the suggestion of Pro Dev, the new modules also include handouts/tip sheets that can be downloaded to make this a more valuable resource.

CONVENTION PROGRAMMING
Committee members continue to be active in pitching convention panels and workshop ideas.

Committee members submitted a session on self-branding and multiple new media skills panels – several were accepted by the convention programmers.

Pro Dev Committee chair Deb Wenger is on the convention planning committee as well. She took part in two Blog Talk Radio sessions about the convention – one hosted by SPJ and one by RTDNA.

OTHER EFFORTS
Chair Deb Wenger has been actively involved in the Reporters Institute workshops held at Poynter each year.

Professional Development worked with HQ and the Generation J group to create a Facebook mentoring page.

We recruited new members to the committee this year, Holly Fisher and Suzanne Lysak. They joined returning members Wenger, Kara Matuszewski, Mike Walter, Steve Kalb and Ann Augherton.
AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
NOON – 3 P.M. MONDAY SEPT. 26, 2011 OAK ALLEY, 4TH FLOOR

1. Call to Order – Geimann

2. Roll Call – Gratz
   a. Geimann
   b. Leger
   c. Gratz
   d. Dubin
   e. Aeikens
   f. Bartlett
   g. Brewer
   h. Brown
   i. Carlson
   j. Cleesattle
   k. Cross
   l. Eckert
   m. Ensslin
   n. Evensen
   o. Gillman
   p. Hansen
   q. Jones
   r. Ketter
   s. Kirtley
   t. Leeds
   u. Lehrman
   v. Levins
   w. Limor
   x. Lunsford
   y. Maynard
   z. McKerral
   aa. Neuts
   bb. Porter
   cc. Pulliam
   dd. Smith
   ee. Theisen

3. Approval of Board Meeting Minutes – Geimann
   a. April 17, 2011 [page 1]


5. Report of the SPJ President – Limor

   a. Update from finance committee meeting

7. Grants Committee Report – Leger

8. Staff Report – Skeel [page 8]


10. Board participation – Geimann

11. Officer and Director Elections – Geimann [page 17]

12. Discussion items

13. Old/New Business

14. Adjourn
AGENDA  
SOCIETY OF PROFESSIONAL JOURNALISTS  
BOARD OF DIRECTORS MEETING  
TIME: 9 A.M. – LOCATION: OAK ALLEY, 4TH FLOOR  
WEDNESDAY, SEPT. 28, 2011  
SHERATON NEW ORLEANS  

1. Call to Order – President  

2. Roll Call – Secretary-Treasurer  
   a. President  
   b. President-elect  
   c. Secretary-Treasurer  
   d. VP campus affairs  
   e. Limor  
   f. At-Large Director  
   g. Bartlett  
   h. Student Rep.  
   i. Student Rep.  
   j. Fox  
   k. Campus Adviser At-Large  
   l. Turmelle  
   m. Region 2 Director  
   n. Region 3 Director  
   o. Region 6 Director  
   p. Hansen  
   q. Region 10 Director  
   r. Region 11 Director  
   s. Cooper  
   t. Meyers  
   u. Region 12 Director  
   v. Region 10 Director  
   w. Region 11 Director  
   x. Region 12 Director  

2. Welcome and Introduction of New Board Members – President  

3. Executive Committee Elections – President  
   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 – President  
   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 – President  
   The SPJ board ratifies the independently elected officers and directors of the Sigma Delta Chi Foundation.  

6. Committee Update – President  

7. Finance Committee Appointments – President  
   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  
   b. Conflict of Interest Policy/Board Information sheets – Skeel  

9. Board Orientation – Laurie Babinski
The orientation session focuses on each officer and director’s responsibilities and duties while serving as a member of the SPJ board of directors.

10. Adjournment