The Society of Professional Journalists Foundation

Board of Directors Meeting

Sept. 6, 2019
9 a.m. to Noon CDT

San Antonio Grand Hyatt, Lone Star B
San Antonio

The foundation's mission is to perpetuate a free press as a cornerstone of our nation and our liberty. To ensure that the concept of self-government outlined by the Constitution survives and flourishes, the American people must be well informed. They need a free press to guide them in their personal decisions and in the management of their local and national communities. It is the role of journalists to provide fair, balanced and accurate information in a comprehensive, timely and understandable manner.
AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS FOUNDATION BOARD MEETING
SAN ANTONIO GRAND HYATT, Lone Star A
DATE: Sept. 6, 2019
TIME: 9 a.m. – Noon CDT

1. Call to order – Gratz

2. Roll Call – Albarado
   a. Gratz
   b. Limor
   c. Albarado
   d. Dubin
   e. Batts
   f. Bethea
   g. Bolden
   h. Brown
   i. Carlson
   j. Cuillier
   k. Evensen
   l. Fletcher
   m. Gillman
   n. Hall
   o. Hawes
   p. Hsu
   q. Jones
   r. Ketter
   s. Kirtley
   t. Kopen Katcef
   u. Leger
   v. Lehrman
   w. LoMonte
   x. Gallagher Newberry
   y. Pulliam
   z. Ross
   aa. Schotz
   bb. Tarquinio

3. Approval of minutes – Albarado

   Enter Executive Session


   Exit Executive Session

5. Remembering John Ensslin – Gratz

6. Foundation President’s Report – Gratz

7. SPJ President’s Report – Tarquinio

8. Treasurer’s Report – Dubin

9. Journalist on Call – Rod Hicks

10. Committee Reports – Gratz

11. Bylaws change – Gratz

12. Election
a. SPJ Foundation Board (Welcome Sue Porter; Farewell to Leger and Carlson) -- Hagit

   a. Update on Society’s progress and initiation of Foundation review prior to 2020 budget deliberations. -- Gratz

14. Adjournment
MEETING CALLED TO ORDER

The meeting of the Board of Directors of the Society of Professional Journalists Foundation was called to order at 9:32 a.m. EDT at the Drury Inn and Suites in Indianapolis, Indiana.

Those present were: President Irwin Gratz; Vice President Hagit Limor; Secretary Sonny Albarado; Treasurer Howard Dubin; Battinto Batts; April Bethea; Michael Bolden; Fred Brown; Patricia Gallagher Newberry; Matt Hall; Evelyn Hsu; Bill Ketter; Sue Kopen Katcef; Sally Lehrman; Robert Leger; and J. Alex Tarquinio.

Staff members present for the meeting were: Executive Director Alison Bethel McKenzie; Journalist on Call Rod Hicks; Controller Jake Koenig; Director of Development Larry Messing; Quill Editor Lou Harry; Director of Conferences and Events Basharat Saleem, Office Manager Linda Hall; Web Administrator Billy O’Keefe and Director of Communications and Marketing Jennifer Royer.

WELCOME AND INTRODUCTION OF STAFF

Bethel McKenzie introduced the above staff plus Program Coordinator Matt Kent; Manager of Membership and Chapters Caroline Escobar; and Accounting Assistant Toni Sculky.

APPROVAL OF BOARD MEETING MINUTES

Leger had one correction to the minutes from the Sept. 2018 Foundation Board of Directors meeting. Ketter made motion to approve the minutes with that change. Bolden seconded. Motion passed.

REPORT OF THE FOUNDATION PRESIDENT

Gratz referred the board to his report in the board packet.

REPORT OF THE SPJ PRESIDENT

Tarquinio highlighted her report in the board packet, saying much of the SPJ Board’s morning will be spent debating key priorities for a new long-term strategic plan. Leger asked Tarquinio to talk about the ethics project she is working on. Tarquinio discussed said she has been participating in a Reporters Without Borders Journalism Trust Initiative, which is organized within the European Committee for Standardization and involves creating guidelines for determining trustworthy news reporting.
TREASURER’S REPORT

Dubin said until the Foundation files its first 990 as the SPJ Foundation, it will still show up as SDX Foundation and we should still communicate with some funders as SDX until it plays out.

There were nine applicants for the Pulliam Fellowship in Editorial Writing this year. The fund has $2.3 million.

Dubin explained there wasn’t a lot of activity this year with Foundation funds, so the account was able to grow to $13,583,000. He included in the board packet a detailed spreadsheet of what went where. He looked at the Foundation’s portfolio and sold stocks that were paying the smallest dividends. Sold 14 holdings. “The market went up and we went up,” Dubin said.

REPORT OF THE EXECUTIVE DIRECTOR

Bethel McKenzie said after considerable staff turnover the past 12 months, headquarters has a full staff except for the deputy director position. She would like to discuss how to incorporate that position back into the budget. We will have to be creative on how we can get that position back and how to pay for that. But she wanted it on the board’s radar because it is important.

She said the current staff members bring significant experience to their areas and she is very excited about the team we have in place.

Bethel McKenzie said the Journalist on Call has been one of her big mandates this year – to hire, figure out what the role is, etc. She went to Casper, Wyoming, a few weeks earlier to watch the project. JOC is the biggest project we have that funders are interested in, she said. That, and the new Scripps project are what she is asked about most.

She went on to talk about the Google and Facebook partnerships. She made a lot of changes, which were not popular. But she said with Google, specifically, we saved $156,000 by letting go of one contractor and $40,000 letting go of another. Scaled back spending of trainers. She said the focus with the new staff will be going to conferences and events where SPJ will provide the trainers. There are about 12 trainers who have been with us since the beginning, so they have experience.

REPORT OF JOURNALIST ON CALL

Rod Hicks gave highlights from his report (in the board packet) regarding the Casper Project, a trip to Sacramento where he spoke with residents and local officials about the relationships between the two and the press. He planned a town hall meeting right before EIJ18 in Baltimore which went well and also traveled to Annapolis the day after the Capital Gazette shooting.

Through all of this work, he talks to regular news consumers about what they like and dislike about the media. The various trips add to the wealth of knowledge he has gained about the understanding of what people feel about the press, he said.

Leger commended Hicks on taking a concept and doing far more with it than the board envisioned it would be. “He has three years to prove this is going to work and I think he’s going to do it in a year,”
Leger said. “I commend Rod for everything he has done in Casper, the writing he’s done, exposure to the position – great job.”

**DAY OF GIVING**

Messing explained the plan for Day of Giving on April 17, which will be built around SPJ’s 110th birthday. The board pledged $3,850 for a match. One goal is to get donors to give monthly. Interview segments, testimonials, challenges are all being planned.

**SCRIPPS LEADERSHIP INSTITUTE**

Messing also outlined the proposal sent to Batts at the Scripps Howard Foundation, regarding the SPJ Emerging Journalists Leadership Boot Camp. (Proposal in board packet)

**LABRYNTH UPDATE**

Messing updated the board on the progress Labrynth is making in handling the required registration paperwork needed to fundraise in 37 states and the District of Columbia that require it. The final cost was $7,237.

**BUDGET REVIEW AND ADOPTION**

Koenig pointed the board to the budget on page 40 of the board packet. In 2016 the Foundation had over $10 million and now it has over $13 million. The assets are growing while the organization is still spending money and operating, Koenig said.

There was discussion about the headquarters building and repairs that are needed. The basement could be converted to office space (3,844 square feet) and rented out. The first-floor tenant only has a five-year lease and rent can’t be increased per the contract. We did not collect rent the first three months, per the agreement. Down the road, perhaps improvements need to be made and then higher rent charged. $15,000 needs to be done immediately, and $15,000 more in August. That’s not enough for everything that needs to be done, but it is enough for basic things.

Gratz asked that someone do an inventory of capital needs and bring it back to the board in September.

There was also discussion about filling an assistant executive director position. Bethel McKenzie said that person would oversee the Facebook partnership, be in charge of the Scripps project, board books and other board administrative things. She said 65 percent of this position’s work would be directly related to the Foundation.

Koenig said the assets are there to be able to do it, it’s just up to the board what it wants to do.

Albarado made a motion to approve the position.

Limor said during discussion that this has been a year of transition, but we are to the point that this position might be beneficial in taking responsibilities off people who are cobbling together parts of these duties with their current ones.
Albarado made a motion to approve spending up to $50,000 on an assistant executive director contingent on SPJ picking up its share of the salary and benefits. Lehrman seconded.

Dubin and Hawes opposed. Tarquinio abstained because the Finance Committee was meeting later. Motion passed.

Limor motioned to approve the budget in full. Leger seconded. Motion passed unanimously.

DEVELOPMENT COMMITTEE REPORT

Ketter referred to the report in the board packet. He said there are a few things he wishes the committee could have done earlier, but he thinks we’re on the right track. He wants to take advantage of ways to use the Development Committee and both boards to open doors to potential funders. “We all know more people than we think we know. We need to make more connections,” he said.

GRANTS COMMITTEE REPORT

Lehrman said the committee met several times since September and agreed on which proposals to fund. She said our instruction to applicants needs to improve because budgets submitted were consistently very poor in describing how they would spend the money. She outlined the proposals the committee was favoring.

PUBLICATIONS COMMITTEE REPORT

Committee Chair Paul Fletcher could not attend the meeting, but submitted a report with updates on the Ethics Book, Quill Advisory Committee and SPJ History. (Report in board packet)

PASS THROUGH CONTRIBUTION(S) TO HAWAII CHAPTER

The Hawaii Chapter requested a pass-through contribution. (Request in board packet). Hawes made motion, Hall seconded. Motion passed.

PROPOSED BYLAWS CHANGES

Bylaws Committee Chair Bob Becker submitted a proposed bylaws change. In order to vote, the board needed a two-thirds majority (19 of 28 members). Only 14 members were present and one was on the phone, so item was tabled until September.

OLD BUSINESS

None

NEW BUSINESS

Attention was brought to a Foundation Board Member Terms sheet in the back of the board packet. It shows that three terms expire in 2019.
Bethel McKenzie said one of the things she would like to do is start a podcast. Staff has been talking about it since September. Investigated and it would take a small amount of money. Maybe $1500 per year. We just aren’t in agreement of the topic and format.

Hall said it’s really a staff decision to pursue. Right now, he would not support it because we don’t have a plan. The space is crowded and it is difficult to have your stuff stand out. He would like the entire staff to buy into it. We have bigger things on our plates right now.

Gratz said it doesn’t require action from the board. Staff could define a concept and bring it back to the Foundation officers and they could approve it.

Gallagher Newberry said she thinks it makes sense as we kick off a wider strategic plan to think about where we’re going and talk about it before we put it in the budget. We need to stay realistic about our capacity to pursue certain things.

ENTER EXECUTIVE SESSION

EXIT EXECUTIVE SESSION

ADJOURNMENT

Upon proper motion and second the meeting adjourned at 2:45 p.m.
MEMORANDUM  
FROM: Irwin Gratz, SPJ Foundation President  
TO: SPJ Foundation Board of Directors  
RE: President’s Report  
DATE: Aug. 25, 2019  

Colleagues:  

Despite the lack of an executive director, the Foundation’s work has continued apace and our financial condition remains solid (Howard will provide those details).

The search for a new executive director is well underway, being led by Talbott Talent, an executive search firm. We will get an update from Talbott President Leah York at our meeting. As a result of a decision by the SPJ board, a Talbott executive has been assisting the staff on a two-day a week schedule, while developing management recommendations that will be presented to the board and the new executive director.

Our greatest success has come from our most ambitious project. Journalist-on-Call Rod Hicks has completed a six-month public engagement project in Casper, Wyoming. He’ll be reporting on the details. What I can say is that the project generated terrific publicity locally and is, as we had hoped, sparking some interest among potential funders. During his first year, Rod has also attended, or organized public events elsewhere around the country, and has made connections to other groups. I will make it a personal priority in the year ahead to work with Development Director Larry Messing to identify sources of support that will enable Rod’s work to continue beyond year three.

The Boston Globe is being honored here with the Pulliam First Amendment Award for the work of its “Spotlight” investigative team. My thanks to Robert Leger for stepping in on short notice to lead the judging after Jane Kirtley had to withdraw due to a conflict. More information about the award is elsewhere in the packet.

The Pulliam Editorial Fellowship has been awarded to Tim Steller of the Arizona Daily Star in Tucson. He’s been reporting on immigration issues in the past and, for his fellowship year, has outlined a six-part series that will delve deeply into aspects of this issue, which is likely to be top-of-mind as we move into the 2020 Presidential election year. In addition to printed stories, he plans to train himself to produce audio reports. He’s received a pledge of collaboration and air time from his local NPR affiliate.

Editorial and graphic work has been finished on the update of our ethics book.

At our meeting I will ask for a couple of volunteers to join our officers in a review of project spending with an eye toward outlining priorities for staff to follow when they begin creating next year’s budget. We will seek input from the board as we begin the review and before we submit our final document to staff.

Speaking of staff, I’m happy to report that they have stepped up magnificently during this interim period. They have not only made sure our awards programs and convention preparation proceeded as scheduled they’ve also dealt with some issues arising at the headquarters building.
Kudos as well to SPJ President Tarquinio who has spent time in Indianapolis, as well as participating in the executive director search, maintaining a travel schedule so that she could speak at the closing session of the Casper project, interview Bryan Carmody about his run-in with San Francisco police, and attend a celebration held last month at DePauw University, marking our 110th anniversary.

We say goodbye at this meeting to two board members whose SPJ presidencies bracketed mine. Robert Leger and Dave Carlson. It is my hope that they will remain active members of SPJ and good friends too.

Lastly, as always, thank you for lending your time and talents to the Foundation.
MEMORANDUM
FROM: J. Alex Tarquinio, SPJ National President
TO: SPJ national board of directors
RE: Final report for Sept. 5, 2019 board meeting

Colleagues,

At this crucial moment for our Society, we should not rush headlong into the future without pausing to reflect on the accomplishments made during this pivotal year. Despite the challenges of operating without a permanent executive director, our tireless volunteers and staff have achieved great things in this, the 110th anniversary of the Society of Professional Journalists.

PRESIDENT’S REPORT

The national committees have been going full steam ahead. Here are some top-level highlights from the reports to follow in this packet:

- **Membership:** Colin DeVries, the committee chair who took charge midterm, created a successful summer membership drive that resulted in 220 new members (versus 148 in the same period a year ago) and 607 renewing members (versus 296.)
- **Diversity:** Rebecca Aguilar and Ivette Davila-Richards, the new committee chair and vice chair, have revamped the Dori Maynard Diversity Leadership Program from top to bottom. The committee is hosting six extraordinary Fellows out of a pool of 21 applicants.
- **Ethics:** The committee chaired by Lynn Walsh has created a 45-minute presentation that can be shared with non-journalists. Once again, SPJ’s Ethics Week was promoted on the Reuters billboard in Times Square.
- **Generation-J Committee:** Tess Fox revived the committee, which has decided to focus on two projects going forward: a student chapter guidebook and a mentorship program.
- **Education Committee:** Under the leadership of co-chairs Rebecca Tallent and Leticia Steffen, the successful #Press4Education program continues to grow, matching 186 volunteers with teachers to date.
- **Legal Defense Fund Committee:** The committee, chaired by Hagit Limor, acted on more than 55 cases and resurrected the silent and live auctions.
- **Freelance Community:** The community, chaired by Hilary Niles, continues to grow, primarily through Facebook and Twitter, and is seeking greater awareness within SPJ.
- **International Community:** The community, which is led by co-chairs Elle Toussi and Dan Kubiske, has forged new partnerships with One Free Press Coalition and the International Senior Lawyers Project.
Meanwhile, the national board has begun some painstaking and important transitional work, some of which will continue into the new term.

- **Policy Review Task Force**: The task force, chaired by Matt Hall, conducted a thorough inventory and review of national board policies.
- **Strategic Planning Task Force**: The task force, chaired by Victor Hernandez, initiated work on the first strategic plan since 2006, an objective that our executive search consultants advise us would be best to attain sooner rather than later, with the involvement of our new full-time executive director.
- **Executive Director Search Committee**: The SPJ board unanimously decided to go forward with a professional search firm, rather than to lead the search process itself, as SPJ has done in the past. Search Committee Chair Hagit Limor is the point of contact for the consultants. The board policy review and the drafting of a strategic plan are integral to this search, as many qualified applicants would view the lack of strong policies or planning as a negative.
- **The 110th Anniversary Task Force**: On a lighter note, this task force chaired by Yvette Walker has generated some fun ideas, such as a Spotify list of songs about news.

Furthermore, despite the high turnover at HQ in the first half of the 2018-2019 term, I was determined not to drop the ball on the key goals I had set when I ran for this office two years ago—improving diversity at all levels of the Society, while increasing our press freedom advocacy and forging new partnerships. Some highlights of these goals:

- We obtained a generous $25,000 grant from the Craig Newmark Philanthropies to hold a journalism nonprofit summit ahead of World Press Freedom Day. Held over two days in New York, 82 people from more than 30 press freedom groups attended the summit and helped craft a joint resolution.
- On World Press Freedom Day, May 3, I spoke on a panel at the United Nations before an audience of 400 to discuss the SPJ journalism nonprofit summit the week before, which had focused on threats to journalism and democracy in a time of disinformation.
- Bryan Carmody, the San Francisco journalist whose home was raided by the police in search of clues to a confidential police source, spoke for the first time publicly about the case at an event that I moderated, which was hosted by the SPJ NorCal Pro chapter at the Medill School in downtown San Francisco. This was an example of a successful collaboration between SPJ local and national leaders and our partners.
- I served as a drafting committee member in the Journalism Trust Initiative, a project of the Reporters Without Borders/Reporters sans frontières (RSF).
- Along the way, key SPJ leaders—including Rod Hicks, Lynn Walsh, Paul Fletcher, Danielle McLean and myself—have issued a steady stream of advocacy statements and media interviews. See Addendum A.
INTERIM EXECUTIVE DIRECTOR’S REPORT

On May 13, two weeks after the departure of the SPJ executive director, the executive committee of the SPJ national board and the top two officers of the SPJ Foundation held a conference call to determine what to do while SPJ searched for a permanent executive director. The President-Elect had done research on hiring an interim executive director. However, the leaders from both boards on the May 13 call determined that SPJ could not afford to take this step, so they asked for a report focused on having the SPJ President continue as acting interim while hiring business consultants to do two things: search for a full-time executive director and draft an on-site managerial assessment of headquarters to inform this search and help guide the next full-time executive director.

I prepared this report based on advice from SPJ Legal Counsel Mark Bailen and numerous interviews with executive consultants. The report was unanimously approved in a meeting of the full SPJ national board on June 1. SPJ Foundation President Irwin Gratz also approved this report, which detailed a financial analysis by SPJ Controller Jake Koenig that showed the cost of hiring a consultant for both the executive search and the on-site assessment would largely be offset by not paying for an interim executive director. A public version of the report, which excluded just the private bids and financial analysis, was shared with SPJ members via the Freedom of the Prez blog on June 5. See Addendum B, or this link: https://blogs.spjnetwork.org/president/2019/06/05/executive-director-transition-plan/

The staff has performed heroically over the past four months, despite the lack of a permanent executive director on site. After a year of intense turnover in Indianapolis through April, we’ve had no staff departures other than the communications employee who left to get married and move out of state, which had been expected. Meanwhile, we have added three new employees since April, Zoë Berg and Ashlynn Neumeyer, two communications interns, and Kathy Parker, a full-time accountant.

The staff, both old and new hires, have bonded together as a team and their positive attitude has ensured the smooth execution of the SDX banquet in June and the Excellence in Journalism Conference. We are expecting about 1800 attendees in San Antonio, about the same as the last time we had all three conference organizers in 2017. Additionally, we’ve brought back some of the cherished traditions that we had to forego last year because of the staff turnover at that time, such as the Legal Defense Fund auction and the Pro Chapter Leaders meeting. The staff has also negotiated new agreements with some of our existing partners, without losing a single partner despite being in a transitional period.
Here are some top-level highlights of the staff’s recent accomplishments:

- EIJ is expected to have 1800 attendees, more than 70 sessions, and 92 exhibit booths. Key events that have been arranged by the staff include breakout sessions, super sessions, the J-Expo, opening night reception, President’s Installation Banquet and reception, Scripps reception, Student Union, donor reception, LDF auction, three board meetings, 10 committee meetings, 9 Regional meetings, Freelance Corner meetings, EIJ News, 110th committee table and SPJ tee-shirt sales.
- The Knight Foundation approved a $45,000 ($15,000 per year over three years) grant to support the Excellence in Journalism Conference.
- More than 70 awards were presented, and we had 170 guests at the SDX banquet on June 21 at the National Press Club, which ran like clockwork, despite the fact that many of the new staff were working the banquet for the first time.
- The Communications team managed by Jennifer Royer issued around 20 advocacy statements on press freedom issues. (See an advocacy list as an addendum to this report.)
- The Quill magazine redesign is going well under new editor Lou Harry. Quillmag.com had its highest monthly views ever in June with 6695 hits.
- Rod Hicks wrapped up the SPJ Foundation-funded Casper Project with a well-attended public forum in Casper Wyoming, where Irwin and I both gave brief introductory remarks.
- Caroline Escobar managed a summer membership drive amid EIJ preparations that resulted in a 47% increase in new members and twice as many renewing members compared to the same period last year.
- At the April mid-year board meeting, the SPJ board decided to move the 2021 conference to New Orleans. Basharat Saleem negotiated a new contract with the Hyatt Regency New Orleans. The room rate will be $149 (compared with a $198 four-year average) with a total of 1193 hotel rooms.
- In addition to the usual graphics and website updates by Tony Peterson and Billy O’Keefe, both worked on special projects this year: to include the World Press Freedom Day Summit; the redesign of the SPJ Foundation logo and branding, due to the name change; and the 110th Anniversary celebration, which required the logo, pin, ads, thank you cards, Quill addition, conference ribbon and step and repeat banner.
- SPJ is to provide complete event support for the JAWS CAMP in late September, with Basharat and Matt Kent from the staff to be on site.
- The Google program, now managed by Lou, is on track. So far in 2019, 2562 journalists have been trained through the SPJ Google Tools training program and it is closing in on the projected total of 4000 for the year.
- Facebook agreed to provide further funding to carry their Journalism project, managed by Lynn Walsh, through to the end of 2019. Since the program was launched in March 2018, SPJ and Facebook have led more than 150 trainings in newsrooms, classrooms and at conferences in Puerto Rico, Washington, D.C. and 41 of the 50 states. To date, the program has trained more than 4,000 journalists and counting.
- Controller Jake Koenig hired a full-time accountant, which I approved during my first trip to Indianapolis as acting interim executive director, based on his identifying understaffing as the reason for slow financial reporting. Jake and Kathy, the new full-time accountant, and Toni Sculky, the part-time accountant, are now working together to bring reporting up to date.
• Despite all the hard work and many distractions, both the staff and volunteers found time to plan for and celebrate SPJ’s 110th Anniversary, which culminated in a ceremony organized by Larry Messing at DePauw University just steps from the spot where SPJ was founded.

• Last but certainly by no means least, none of this would have been possible, throughout this demanding interim period, without the stalwart Linda Hall keeping the staff on track. It is hardly surprising that they refer to her as their “den mother.”

In closing, amid the current climate of uncertainty for our profession, we, nevertheless, have ample reasons to look optimistically towards SPJ’s future. Our mission to educate the current and future generations of journalists, while defending journalism ethics and advocating for open government and press freedom, has never been more relevant and worthwhile. I’d like to end by saying it has been a privilege to pilot SPJ through this challenging transitional period. It is my fervent hope that the swift resolution of the executive director search and the realization of the strategic plan will steer this organization, which has meant so much to me in the 12 years that I have served it as a volunteer, into a brighter tomorrow.

—30—
Advocacy

Media Interviews by SPJ National Leaders

August 2019

- SPJ National President J. Alex Tarquinio quoted in an article about John Ensslin’s death in Colorado Politics, Aug. 5. [https://www.coloradopolitics.com/denver/colorado-journalism-legend-john-c-ensslin-dies/article_4aa68b72-b7c8-11e9-a61a-0fe5ab4dcd55.html]


- SPJ National President J. Alex Tarquinio quoted in Huffington Post about Oregon officials who sought to investigate reporters, Aug. 20, 2019. [https://www.huffpost.com/entry/oregon-newspaper-investigation-media-law_n_5d5bfadfe4b05f62fbd578a7?bkp]

- SPJ National President J. Alex Tarquinio quoted in local stories regarding SPJ celebrating 110 years at DePauw University on, Aug. 23. [https://www.depauw.edu/news-media/latest-news/details/34398/ https://www.bannergraphic.com/story/2629552.html]

- SPJ National President J. Alex Tarquinio spoke to the Jim Bohannon Show to talk about EIJ19 and the Fox sponsorship, Aug. 26. [https://www.youtube.com/watch?v=I-CDxLLpIVo]

- SPJ National President J. Alex Tarquinio quoted in article about Maria Ressa being named a Fellow of the Society, Aug. 29.
June 2019

- SPJ National President J. Alex Tarquinio speaks with CBS News Radio about the media access concerns surrounding First Net for first responders, June 14, 2019. [https://www.youtube.com/watch?v=rRECVSQHWBw&feature=youtu.be](https://www.youtube.com/watch?v=rRECVSQHWBw&feature=youtu.be)

May 2019

- SPJ National President J. Alex Tarquinio quoted in New York Times article about Bryan Carmody, the San Francisco journalist whose home was raided by the police in search of clues to a confidential police informant, May 25, 2019. [https://www.nytimes.com/2019/05/25/us/san-francisco-police-chief.html#click=https://t.co/CuwLZNkEn0](https://www.nytimes.com/2019/05/25/us/san-francisco-police-chief.html#click=https://t.co/CuwLZNkEn0)

April 2019

- SPJ Ethics Committee Chair Lynn Walsh in the Columbia Journalism Review about a proposed journalism registry by the Georgia state legislature, April 8. [https://www.cjr.org/united_states_project/ethics-journalism-act-georgia-welch.php](https://www.cjr.org/united_states_project/ethics-journalism-act-georgia-welch.php)
- Live interview with SPJ Ethics Committee Chair Lynn Walsh on the Jim Bohannon Show for Ethics Week, April 30. [https://omny.fm/shows/jim-bohannon/jim-bohannon-04-30-19#description](https://omny.fm/shows/jim-bohannon/jim-bohannon-04-30-19#description)

March 2019

- Live interview with SPJ National President J. Alex Tarquinio in an hour-long segment on the Jim Bohannon Show for Sunshine Week, March 14, 2019. [https://omny.fm/shows/jim-bohannon/jim-bohannon-03-14-19/embed?source=twitter&amp;size=square&amp;style=cover](https://omny.fm/shows/jim-bohannon/jim-bohannon-03-14-19/embed?source=twitter&amp;size=square&amp;style=cover)
February 2019
- Live TV interview with SPJ National President J. Alex Tarquinio on Univision about the expulsion of Jorge Ramos and his TV crew from Venezuela, Feb. 1, 2019. https://www.youtube.com/watch?v=Mru-TBasU0

January 2019

November 2018
- Live TV interview with SPJ National President J. Alex Tarquinio on Armistice Day about the threats to war correspondents on Australian ABC-TV’s Weekend Breakfast Program, Nov. 11, 2018. https://www.youtube.com/watch?v=TJMqV3Z8UY8&t=5s
October 2018
• Live TV interview with SPJ National President J. Alex Tarquinio about the threats to press freedom on Australian ABC-TV’s Weekend Breakfast Program, Oct. 27, 2018. 

https://www.youtube.com/watch?v=Jv7oeJh5ZaA

September 2018
• Live radio interview with SPJ National President-Elect J. Alex Tarquinio about the First Amendment and Open Government on Court Radio, WRNB 100.3 FM Philadelphia, Sept. 1, 2018

Public Appearances by SPJ National Leaders

August 2019
• SPJ National President J. Alex Tarquinio gave a press briefing for journalists visiting from Uzbekistan at the U.S. State Department’s Foreign Press Center at the United Nations, Aug. 5. 

• Lynn Walsh organized a Facebook “Train the Trainers” program from Aug. 15 to 16. SPJ National President J. Alex Tarquinio gave opening remarks.
• SPJ National President J. Alex Tarquinio and SPJ Indiana State Pro Chapter President John Russell gave remarks at the 110th SPJ Anniversary event at DePauw University.

July 2019
• SPJ Journalist on Call Rod Hicks hosted the final session of the Casper Project, with Foundation President Irwin Gratz and SPJ National President J. Alex Tarquinio giving opening remarks, July 16.
• SPJ National President J. Alex Tarquinio represented the Society at a forum on journalist safety at the United Nations, July 17.
• SPJ National President J. Alex Tarquinio gave opening remarks at a D.C. Pro chapter event about Whistleblowers, July 31.

June 2019
• SPJ National President J. Alex Tarquinio gave opening remarks at an SPJ Google News Institute event before the SDX Banquet, June 21.

May 2019
• SPJ National President J. Alex Tarquinio delivered prepared remarks and participated on a panel with Steven Adler and Warren Hoge before an audience of 400 at the United Nations headquarters in New York on World Press Freedom Day, May 3. 


• SPJ National President J. Alex Tarquinio spoke to Hatice Cengiz, fiancée of the late Jamal Kashoggi, and Congressman Adam Schiff, D-California, at a House Foreign Affairs Committee meeting, May 16.  
https://blogs.spjnetwork.org/president/2019/05/19/witnessing-the-testimony-of-jamal-khashoggis-fiancee/

April 2019
• SPJ National President J. Alex Tarquinio produced and hosted a World Press Freedom Day Summit from April 26 to 27 with a generous grant from Craig Newmark. The theme of this gathering of journalism nonprofit leaders was the threat of disinformation to journalism and democracy.  
Videos: https://www.spj.org/wpfd-summit.asp  

March 2019
• SPJ National President J. Alex Tarquinio made a lobbying trip to Capitol Hill ahead of Sunshine Week, March 10.  
https://blogs.spjnetwork.org/president/2019/03/10/sunshine-week-begins-early-this-year/  
• SPJ National President J. Alex Tarquinio delivered prepared remarks and participated in a panel at the World Journalists Conference in Seoul, South Korea, March 25.  
Tweet: https://twitter.com/alextarquinio/status/1110141438942052354

November 2018
• SPJ National President J. Alex Tarquinio represented the Society at the Day to End Impunity event at the United Nations Headquarters in New York, Nov. 2, 2019.  
https://blogs.spjnetwork.org/president/tag/truthneverdies/  
• SPJ National President J. Alex Tarquinio represented the Society at the Paris Peace Forum, Nov. 11, 2019. Her article about it was picked up by the Associated Press.  
https://apnews.com/a73b83d7355b41928989b44d5f173abc

October 2018
• SPJ National President J. Alex Tarquinio and RTDNA Executive Director Dan Shelley spoke to a group of 25 global journalists at the U.S. State Department’s Foreign Press Center at the United Nations, Oct. 5.  
• SPJ National President J. Alex Tarquinio participated on a panel at an annual conference of Connecticut Broadcasters Association, Oct. 11.  
• SPJ National President J. Alex Tarquinio gave remarks at the SPJ Google News Institute election training event in Washington, D.C., Oct. 16.
September 2018

- Remarks by newly-inducted SPJ National President J. Alex Tarquinio at the President’s Installation Banquet, Sept. 30, 2018. 
  https://blogs.spjnetwork.org/president/2018/10/19/presidents-installation-banquet-speech/

Advocacy Statements

The Legal Defense Fund Committee

Signed 55+ (some are in process) Friend of the Court briefs and advocacy letters and statements since October 2018, which can be viewed here: https://www.spj.org/ldf-a.asp#2018

Press Releases

July 2019

- SPJ optimistic about reopening of Duran case 
  https://www.spj.org/news.asp?ref=1657

May 2019

- SPJ celebrates release of Reuters reporters, remains concerned about hundreds of journalists still imprisoned 
  https://www.spj.org/news.asp?ref=1648
- SPJ president: ‘Stop playing games with White House press credentials' 
  https://www.spj.org/news.asp?ref=1649
- SPJ condemns San Francisco PD’s home raid to obtain source’s name 
  https://www.spj.org/news.asp?ref=1650
- SPJ, 59 other groups, urge court to order return of journalist’s equipment and work 
  https://www.spj.org/news.asp?ref=1651
- SPJ: Assange indictment raises serious concerns for press freedom 

March 2019

- SPJ strongly supports the Journalist Protection Act 
- SPJ outraged by discovery of secret database, excessive screening and questioning of journalists at the border 
  https://www.spj.org/news.asp?ref=1624
- SPJ: Deportation of journalists in Venezuela must stop 
  https://www.spj.org/news.asp?ref=1625
February 2019

- **SPJ condemns recent attempt to silence journalist Maria Ressa**
  
  https://www.spj.org/news.asp?ref=1623

January 2019

- **SPJ is here to help** (newsroom layoffs)
  
  https://www.spj.org/news.asp?ref=1618

December 2018

- **SPJ urges Philippine government to drop charges against Rappler and Maria Ressa**
  
  https://www.spj.org/news.asp?ref=1616

November 2018

- **SPJ supports NAJA in urging reinstatement of free press ordinance**
  
  https://www.spj.org/news.asp?ref=1615

- **SPJ applauds judge’s decision to reinstate Acosta’s press pass**
  
  https://www.spj.org/news.asp?ref=1614

- **SPJ stands in solidarity with Acosta and CNN**
  
  https://www.spj.org/news.asp?ref=1613

October 2018

- **SPJ demands Khashoggi's killers be brought to justice**
  
  https://www.spj.org/news.asp?ref=1612


- **SPJ, coalition of 44 other groups, call for full investigation into Saudi Arabian journalist’s whereabouts**
  
  https://www.spj.org/news.asp?ref=1611

—30—
I am pleased to report that the SPJ national board of directors unanimously approved a plan for the executive director transition that I presented in our June 1 board meeting. The plan includes hiring an outside search firm to work with the Executive Director Search Committee and a consultant to work on an organizational assessment, which among other things, will aid the new executive director.

Naturally, hiring an outside consultant will result in a higher cost than doing the search entirely on our own. However, a financial analysis shows that much of this cost will be offset by not having to pay salary and benefits to a full-time executive director for several months.

These consultancy fees will need to be shared by the Society and the Foundation. The next step is for SPJ Foundation President Irwin Gratz to present the plan to his board. I reached him by phone while he was on vacation, and he approved of the memo below. He plans to present the plan to his board upon his return.

The original memo, which was discussed in executive session, has been edited to remove confidential details about contract proposals, salary and other human resources information. The names of specific consultants who submitted proposals have also been removed. We will announce a consultant once one has been hired. Nothing has been added to the memo below that was not in the original memo approved by the board.
From: J. Alex Tarquinio, SPJ National President
To: SPJ Board of Directors
Re: Executive Director Transition Plan
Date: May 31, 2019

This report provides the following:

A) An overview of the leadership transition process if consultancy services are retained;

B) a recap of the evaluation of the firms examined, including one recommendation for an organizational management consultant for the interim, and two options for executive director search consultants;

C) a financial analysis of the project; [Not Included in Freedom of the Prez]

D) personal recommendations;

E) work proposals from the consulting firms. [Not Included in Freedom of the Prez]

A) An Overview of the Recommended Executive Director Search Process

The circumstances leading to this executive director transition and the immediate and long-term needs of the staff and the organization should lead the board to adjust its approach.

The core of this search process, however, will remain the same. This has been clearly identified in Bylaws and policy, namely: “The Presidents of SPJ and the SDX Foundation shall appoint an equal number of members to a search committee. The SPJ President shall appoint one additional member to serve as committee chairman with voting privileges. The committee will forward a list of one or more candidates it deems qualified, from which the SPJ Board of Directors will vote to hire the Executive Director. The SPJ Board of Directors shall immediately notify the SDX Foundation of its decision.”

Irwin and I were in touch about this before his departure, and I am pleased to announce the Executive Director Search Committee at this time. Irwin has appointed himself, Dr. Battinto L. Batts Jr. and Michael Bolden. I have appointed myself, Patti and Matt. Finally, I have invited Hagit to chair the committee.

In every SPJ executive director search in recent memory, the Executive Director Search Committee has completed the task without the benefit of an outside search consultant. The primary costs included flying in candidates and the committee members for interviews in Indianapolis and a background check of criminal and credit records for the finalist only. While this approach is economical, it is not generally considered among a nonprofit board’s best practices.
After a great deal of study, guided by an ad hoc transition committee, I recommend that the board approve funding for both an organizational assessment and a retained executive director search firm. (Find my specific recommendations at the report’s conclusion.)

**An Overview of the Recommended Interim Plan**

An ad hoc transition committee with leaders from both boards—which included the six members of the SPJ executive committee, plus Irwin and Hagit—met on May 13. It expressed a strong preference for hiring a consultant to perform an organizational assessment that would benefit the new executive director. They also advised having the management consultant work part time from our headquarters to provide a level of staff oversight and guidance during the interim. This would obviously raise the cost of the study but would be dramatically less expensive than hiring a full-time professional interim executive director.

Under this plan, the management consultant will work in the office on Mondays and Wednesdays. The consultant and I chose these days because they coincide with the days that Jake is on site, and because the weekly staff meetings have been held on Wednesday mornings and we felt it would be best for staff morale to continue familiar routines during the transition.

The consultant plans to meet regularly with the staff while simultaneously developing a long-term organizational assessment that will be completed by EIJ. This assessment will focus on three critical areas: human resources, financial operations and technology. We identified these as most in need of both immediate support during the transition and long-term improvement. The consultant is a human resources expert who will look at work flow, capabilities and communication. The financial assessment will look at current operations and recommend best practices both during the transition and once we have a new executive director. Finally, the consultant has advised clients on implementing new CMS software for HR departments, so although she has not worked with NAME OF SOFTWARE, which has its own support services, she is familiar with best practices for transitioning to a new CMS. (See attached proposal from NAME OF CONSULTANT.)

Additionally, the consultant would be a troubleshooter. She would communicate with me weekly and perhaps more often if she discovers issues that she feels require swift action. Linda will still be the go-to staff member in terms of HR questions. If the staff has top-level questions about programming, they will continue to come to me. I have also told the staff I will be visiting the office more frequently over the summer. (As an aside, it is my hope that my next swing through Indy will be to introduce the new consultant to the staff!)
Recap of the Evaluation Process and Recommendations

1) Organizational Management Assessment (part-time on-site)
One Recommendation: NAME OF CONSULTANT

Patti laid the groundwork for the May 13 meeting by speaking with three management consultancy firms for half an hour each about their rates for three distinct services: an interim executive director, an organizational management assessment and an executive director search.

First, the ad hoc committee discussed the fact that we had no budget for an external ad interim executive director, which came in at a weekly rate of $3,500 to $6,000 (an annualized cost of $182,000 to $312,000). It should be noted this cost would only provide an interim director on site and would not include an organizational assessment. Additionally, the staff had clearly expressed a strong preference for not hiring an outsider to manage them during the transition. Therefore, the ad hoc committee unanimously agreed to continue as we had done since the executive director’s departure. I informed the staff of this decision two days later, during the weekly staff meeting, and Linda explained it succinctly. She told them she would keep the lights on, and if they had programming questions, they should ask Alex. I will also continue to receive regular reports from the staff that will inform the Weekly Reports.

Although the ad hoc committee found the cost of an interim executive director prohibitive, they did think it might be wise to have a management consultant spend two days a week in the office to support the staff and alert me to any unknown issues. Ultimately, the consultant would be working on a report that the ad hoc committee felt was key to SPJ’s long-term success.

Based on Patti’s initial research, we had identified our top two choices, both local Indianapolis firms recommended by our auditor. Patti’s third call was to a consultant in NAME OF STATE. Patti described a general lack of enthusiasm, “as if they were taking the call mostly because NAME OF PERSON asked them to.” We also felt there were advantages to working with a local firm.

I had multiple hour-long phone calls with each of the two Indianapolis firms to describe the project in detail. When I told them about the hybrid role of providing two days of oversight plus a consultancy report, one firm was interested: NAME OF FIRM. The second, NAME OF FIRM, said this would not play to their strengths, but recommended another local consultant. In a phone call with the referral, the owner struck me as disinterested and said she would talk with her associates to determine their capacity. Ultimately, she decided not to submit a work proposal.

In short, only one of the firms canvassed was interested in this hybrid project, but fortunately, it is a terrific fit. The firm was recommended by our long-time auditor. Indeed, NAME OF PERSON, NAME OF FIRM’s owner, used to work for the auditor and participated in an SPJ audit about five years ago. She will oversee the project, and her background in finance complements the HR background of NAME OF PERSON, her colleague who will be on site.
Their office is only a few minutes from our headquarters so it will be easy for her to work from our office two days a week while keeping in touch with her colleague. I believe they will blend in nicely with our staff culture. Even better, they are familiar with SPJ and our mission, and excited to work with us.

When I visited headquarters on Wednesday, I informed the staff that the board was considering hiring a management consultant to do an organizational assessment and to work in the office two days a week. This was my first opportunity to discuss the interim plan with them since the staff meeting two weeks before and I emphasized that it would require budget approval by both boards. I then met off site with the two NAME OF FIRM consultants for 2.5 hours to discuss the project so they can prepare a project plan if budget is approved. I have since followed up with NAME OF PERSON by phone to discuss the proposal she sent late Thursday night.

2) Executive Search Service

Two Options:
• Full-service Retained Search: NAME OF FIRM
• Discounted Facilitated Search: NAME OF FIRM

The ad hoc committee did not reach a consensus about hiring an executive director search service, with some members worrying about the cost while others thought the main benefit would be speeding up the search. The last executive director search required six months, with additional time for a background check and relocation. Both firms listed below said the Sept. 5 board meeting was an ambitious goal, and although it may be possible, they would not commit to a project end date. It should be noted, however, the likelihood of meeting that goal by EIJ without a search firm is almost nil.

Below are brief descriptions of the work plans for both firms who submitted work proposals.

NAME OF FIRM

NAME OF FIRM will only perform a full-service “retained” executive search. This means we would retain the firm on a 100-day exclusive agreement, which may be renewed if we have not yet hired a candidate. NAME OF FIRM would work with the Executive Director Search Committee to draft the new job description, including developing surveys for the staff and board to gauge their goals. Based on this input, as well as information from the simultaneous organizational assessment, they would develop the candidate pool by contacting strong candidates at national nonprofits who may not be currently looking for a new job and pre-interviewing them to gauge their potential interest in the opening. They would not passively publish job board ads, although we would be welcome to do so if we so desired, and of course we would notify our members and use our social media to promote the opening.
These candidates would receive the same screening as recruited candidates. Finally, they would guide the Executive Director Search Committee through a series of interviews with the finalists.

**NAME OF FIRM**

The owner of this firm described it as “more of an alternative to the board doing it themselves rather than a traditional search firm.” NAME OF FIRM would perform a locally-sourced “facilitated” search, contacting nonprofit leaders in the Indianapolis region and telling them about the opening. They would not conduct a national search or do the same level of pre-screening of potential candidates. They would screen the submissions from SPJ networks or job board postings. They would work with the search committee during the interview process but would not “build the candidate pool” in the traditional sense.

**C) Project Financial Analysis**

The financial analysis of our cost savings was provided by Jake, who as our CPA, believes this plan to be a wise investment of our funds.

First, Jake says both the Society and the Foundation have the assets to fund a robust executive director transition plan. The Society has around $850,000 in a rainy-day fund, and the Foundation has assets of around $12 million.

Furthermore, he points out, there will be considerable cost savings while we are not paying a full-time executive director.


**D) Personal Recommendations**

My strong recommendation would be hiring NAME OF FIRM to perform both services. This plan would immediately provide the support the staff needs during the transition, while ultimately setting the new executive director up for a higher likelihood of success. Furthermore, retaining the same firm for both services would lead to synergies because the consultants may discover issues during the assessment that informs their candidate pool recruitment.

I do not recommend the second option. However, if the boards decline to fund the full project, my secondary choice would be hiring NAME OF FIRM for the assessment and NAME OF FIRM for the facilitated search. I believe the first option is more likely to secure the best possible candidate.
I strongly advise against foregoing either of these services.

Respectfully submitted,

J. Alex Tarquinio

SPJ National President

— 30 —
MEMORANDUM
FROM: Rod Hicks, Journalist on Call
TO: SPJ Foundation Board of Directors
RE: Update, April - present
DATE: Aug. 19, 2019

This report covers activities of the JoC since the last board meeting in April.

The Casper Project

Much of my time since the April board meeting was spent preparing for the last three sessions of the Casper project and executing them. I did not go to Casper in April, however, participants in the project toured the newsrooms of the Casper Star-Tribune on April 16 and KTWO-TV on April 23 and talked to journalists at each place. In May, the presenter was Howard Schneider, executive director of the Center for News Literacy at Stony Brook University. He led a compelling discussion on bias in news reporting — what it is, what it isn’t and what about the bias we bring to the stories we see. In June, participants got to meet and ask questions of a panel of Casper journalists: Josh Wolfson, editor of the Star-Tribune; Trevor Trujillo, reporter and editor at the online Oil City News; Halle Jones, an anchor at KTWO-TV; and Nick Learned, news director at K2 Radio. I moderated. Many of the questions to these local journalists were about national politics, specifically coverage of President Trump that they see in the local press.

The project wrapped up on July 16 — my one-year anniversary as JoC — with a panel of national journalists at a forum that was open to the public. The panelists were Neal Lipschutz, deputy editor in chief, The Wall Street Journal; Noreen Gillespie, deputy managing editor, The Associated Press; Lori Montgomery, deputy national editor, The Washington Post; and Hayes Brown, world news editor and reporter, BuzzFeed News. Former Gov. Mike Sullivan filled the role of moderator after NBC News correspondent and Casper native Pete Williams canceled because of a work assignment. The forum, which drew 200 people, was livestreamed by Wyoming PBS and will be edited down to a 60-minute show to be broadcast this fall.

Other activities

I was among roughly 65 people invited to participate in a two-day summit, “Truth-Telling in the Modern Age: Strategies to Confront Polarization and Misinformation.” It was held June 6-7 in Arlington, Virginia, and sponsored by the American Press Institute. The group included journalists and related professionals with a broad range of experience that included producing news for polarized audiences and addressing misinformation online. API will outline key ideas that surfaced in the discussions surrounding truth-telling and how journalists can confront polarization and misinformation.

I informally gave an overview of the Casper project to representatives of more than three dozen journalism and open government nonprofits attending a World Press Freedom Day event in New York organized by SPJ President Alex Tarquinio. After concluding my brief remarks, numerous hands shot up to ask questions, indicating a broad interest in media trust among journalists. As a result of my remarks, I’ve been invited to give speeches in October at an environmental journalism conference and next summer at a conference of opinion writers.
I assisted Alex in facilitating discussions that led to the drafting of a resolution by SPJ and 13 other journalism and open government groups to recommit themselves to their watchdog role and guard against misinformation during the 2020 U.S. presidential campaign. The resolution was drafted during the New York summit recognizing World Press Freedom Day.

I wrote a story for Quill after the Pulitzer Prizes were announced, pointing out how exceptional journalism had helped people understand issues that directly impacted their lives. “The work also undermines pronouncements that news is fake and journalists are enemies of their fellow citizens,” I wrote. “It shows the relevance of a free press that continues to work on behalf of the public even as it is disliked, distrusted and disparaged.”

Last month, I organized and participated on a panel at the NABJ convention about media trust. “Connecting with Your Audience in an Era of ‘Fake News’ and Media Distrust” featured Hayes Brown, world news editor and reporter at BuzzFeed News, as moderator. In addition to me, other panelists were: Amanda Barrett, Nerve Center director, The Associated Press; Karen Rundlet, Journalism Program director, Knight Foundation; Mark Russell, executive editor, The Commercial Appeal; and Galen Stocking, journalism researcher, Pew Research Center. Panelists discussed ways journalists at all levels can help rebuild trust in the press and win back readers, viewers and listeners. I also was a panelist at NABJ about balancing family life and a demanding journalism career.

While in Indianapolis in April, I met with Scott Elliott, associate editor and site development director for Chalkbeat, a national nonprofit news site covering education. Scott started Chalkbeat in Indiana in 2013 and now leads teams in Indy, Memphis, Detroit, Chicago and Denver. He wants to start conversations in Indy about the future of media in the city.

Also during that trip, I addressed journalism students from Indiana State University about dwindling news media trust, the evolving media landscape and the need for journalists committed to reporting that is fair, accurate and nuanced.

I was among five journalism professionals invited to offer guidance during the formative stages of a Media Insight Project conducted by a research collaboration between the American Press Institute, the Associated Press and NORC at the University of Chicago. The project will explore the extent to which the values journalists and the public have about which stories are important intersect with distrust in news media. The project paid for the one-day trip to Washington, D.C. in late August.

**Future activities**

I will be the keynote luncheon speaker on the first day of an environmental journalism conference to be held Oct. 9-13 at Colorado State University in Fort Collins. The group asked me to speak on Rebuilding Trust in the Media and discuss what I learned from the Casper project. Casper is three hours north of Fort Collins.

Next summer, I’ve been invited to address opinion writers at the National Society of Newspaper Columnists conference in Tulsa, Oklahoma. We’re being flexible on the topic, but the conference, in mid-June, falls during the height of the presidential campaign. Also, one of the big takeaways from Casper is a misunderstanding among many news consumers of the distinction between opinion and news. I’m
giving some thought to bringing together some residents in the area to discuss media distrust while I’m there.
2018-2019 Development Report
Submitted by Larr Messing, Director of Development

Final Campaign Comparison

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<tr>
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<th>2018-2019</th>
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<tr>
<td>Unrestricted Donations</td>
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<td>Median Gift</td>
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<tr>
<td>Unrestricted Donors</td>
<td>485</td>
<td>594</td>
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</table>

Grants Received (Excludes Google and Facebook)

Knight Foundation ($15,000)
- Three-year ($15K per year) gift to support the Excellence in Journalism Conference
- Would explore future and larger support once we have a strategic plan in place.
- Will set up meeting one new executive director is in place.

Craig Newmark Foundation ($25,000)
- One-year gift supporting the World Press Freedom Day Forum hosted by Alex in NYC.
- Great potential for future expansion.

Wyoming Community Foundation ($2,500)
- To support the Journalist on Call final reception in Casper

Key Prospects

Ford Foundation
- Had a phone conversation with our contact there and she let me know that they are looking at changing their giving strategy. She is looking forward to meeting with our future executive director

Joyce Foundation
- Spoke with our contact in August. She is eager to discuss more once we have a new executive director.
Upcoming Grant Proposals

- Ethics and Excellence in Journalism Foundation
- McCormick Foundation

Focus for 2019-2020

- Develop funding pipeline to support Journalist on Call position
- Increase monthly donors
- Build planned giving program
- Collecting more testimonials on “Why I give” and work of Journalist on Call

Upcoming Campaigns

<table>
<thead>
<tr>
<th>Month</th>
<th>Campaign</th>
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<tbody>
<tr>
<td>November</td>
<td>Year-end giving mailing</td>
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<tr>
<td>December 3</td>
<td>Giving Tuesday (Giving Newsday)</td>
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<td>December 26-31</td>
<td>Year-end email campaign</td>
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<td>January</td>
<td>2018 tax statement (and soft ask)</td>
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<td>February</td>
<td>Monthly Donor Campaign</td>
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<td>March</td>
<td>Planned Giving Campaign</td>
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</table>
MEMORANDUM

TO: SPJ Foundation Board of Directors
FROM: Hagit Limor
RE: Nominations Committee
DATE: September 6, 2019

The nominations committee submits the following names for officers and directors of the Society of Professional Journalists Foundation.

Officers

President: Irwin Gratz (serving 2-year term)
Vice President: Hagit Limor for a one-year term
Secretary: Sonny Albarado for a one-year term
Treasurer: Howard Dubin for a one-year term

Board Members

Howard Dubin, Russel Pulliam and Battinto Batts graciously accepted our invitation to continue on the board with new three-year terms through the fall of 2022.

Robert Leger, who led both this and the SPJ board so ably, with grace, passion and wisdom, has decided to step away. His insight, judgment and humor always hit bulls-eye. There are no words to capture the extent of his contributions as a member, leader and friend.

David Carlson, with his usual wit and wisdom, has decided to step off the board after 20 years. He called it “a nice round number” but promised to “make some trouble one last time” here in San Antonio.

We’re proud to welcome back former SDX Foundation President Sue Porter, who has accepted our invitation for a three-year term ending in the fall of 2022. Sue served as Vice President/Programs for the Scripps Howard Foundation and is a recipient of the Wells Memorial Key among other honors.

Alex Tarquinio joins the Foundation board as she assumes the role of Immediate Past President of the Society Board. Alex has spent the past year managing not only the usual duties of Society president but also stepping in to guide the staff in the absence of an executive director. She serves as a freelance reporter based in New York City.

The chair will entertain a motion to approve the appointments of Dubin, Pulliam, Batts, Porter and Tarquinio to 3-year terms ending in fall of 2022, and to approve the SPJ appointments as follow:
## Current Foundation Board Members / Terms

<table>
<thead>
<tr>
<th>Board Members</th>
<th>Expires</th>
<th>Group</th>
<th>Term length</th>
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<td>Howard Dubin</td>
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<td>Russel Pulliam</td>
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<td>Battinto Batts</td>
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<td>Alex Tarquinio</td>
<td>9/10/22</td>
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<td>David Carlson</td>
<td>9/6/19</td>
<td>B</td>
<td>3-year term</td>
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<td>Robert Leger</td>
<td>9/6/19</td>
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<td>Sonny Albarado</td>
<td>9/10/20</td>
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<td>Fred Brown</td>
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<td>Kelly Hawes</td>
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<td>Jane Kirtley</td>
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<td>Sally Lehrman</td>
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<td>April Bethea</td>
<td>9/10/20</td>
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<td>Michael Bolden</td>
<td>9/10/20</td>
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<td>Paul Fletcher</td>
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<td>Todd Gillman</td>
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<td>Irwin Gratz</td>
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<td>Alex Jones</td>
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<td>9/28/21</td>
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<td>3-year term</td>
</tr>
<tr>
<td>Evelyn Hsu</td>
<td>9/28/21</td>
<td>C</td>
<td>3-year term</td>
</tr>
<tr>
<td>Sonya Ross</td>
<td>9/28/21</td>
<td>C</td>
<td>3-year term</td>
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<tr>
<td>Dave Cuillier</td>
<td>9/28/21</td>
<td>C</td>
<td>3-year term</td>
</tr>
<tr>
<td>Frank Lamonte</td>
<td>9/28/21</td>
<td>C</td>
<td>3-year term</td>
</tr>
</tbody>
</table>

**SPJ Appointments for term expiring 9/6/20:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Expires</th>
<th>Group</th>
<th>Term length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patti Gallagher Newberry</td>
<td>9/6/20</td>
<td>SPJ</td>
<td>1-year term</td>
</tr>
<tr>
<td>Matt Hall</td>
<td>9/6/20</td>
<td>SPJ</td>
<td>1-year term</td>
</tr>
<tr>
<td>Andy Schotz</td>
<td>9/6/20</td>
<td>SPJ</td>
<td>1-year term</td>
</tr>
</tbody>
</table>

**Bold** indicates term expires in 2019.

**Italics** indicates SPJ appointees for one-year term.

Expiration terms are approximate, determined by annual convention.
SPJ continues to play a vital role in the accreditation of journalism schools through its representation on the Accrediting Council for Education in Journalism and Mass Communications, and I hope the SPJ Board will continue to support our organization’s membership.

Aside from council president Peter Bhatia, editor of the Detroit Free Press who represents ASNE (now the News Leaders Association), and Dan Shelley, who represents RTDNA, I am the only working professional journalist on the 22-member council. Some members, like David Boardman, are former professionals who have moved into academia.

NABJ, NAHJ, NAJA and AAJA all once were represented on the council, but they have dropped off because of costs.

What has SPJ gotten for its membership this year?

Aside from assuring that journalism schools meet ACEJMC’s nine standards for accreditation, the council this year embarked on a review of those standards. The standards are reviewed every 10 years or so with an eye toward streamlining and updating and improving the accreditation process. In a previous review, the council reduced the number of standards from 12 to 9, primarily by folding in some parts of one standard into others but also by eliminating duplication and outdated requirements.

At the Aug. 23 council meeting, ACEJMC executive director Pat Thompson reported the results of a survey of j-school leaders on what works and doesn’t work in the accrediting process and on what changes respondents think should be made in the nine standards.

Respondents told the council that some standards should be combined and others expanded upon to take into account changes in the profession. Most respondents also asked the council to go paperless for the self-study that schools conduct prior to being visited by accreditors every six years.

A six-member Standards Review Committee, on which I serve, will next synthesize the survey responses, along with comments made during the Aug. 23 discussion, and begin revising the standards for presentation to various academic groups next spring. The entire review process is expected to take two years.

In addition to my role on the review committee, I participated in one accrediting site visit since EIJ18. The past year was a light one for accrediting visits; only 11 reaccreditations and one new accreditation were considered at the council’s meeting in April. Typically, 20 or more schools are up for consideration each year, and I have usually been asked to go on at least two site visits a year.

Schools pay the expenses of the site teams, including travel, lodging and meals for the 2 ½-day visits.
SPJ’s only expense, aside from the annual ACEJMC dues, has been my travel to the twice-a-year council meetings, in April and August. I have sought reimbursement only for flight, hotel and transportation to and from airports, not meals or other expenses.

In other council news, Pat Thompson, director of student media at the University of Mississippi, just completed her first year as executive director of the council. She replaced a long-time director and has made a smooth transition.

There’s nothing new to report on another council endeavor — a pilot program aimed at encouraging accredited schools to integrate technology across curriculum to better prepare students in meeting the transformative challenges of the news industry.

Six journalism programs already are engaged with The ACEJMC Digital Certification two-year pilot. To be eligible for the digital certificate, schools must meet five key criteria – required skills, faculty development, commitment to research that impacts practice, use of technology and external collaboration.

Interestingly, several respondents to the council’s standards-review survey suggested folding the digital certificate into the standards. We will see whether that gains traction.

Thank you for letting me continue to serve SPJ and the profession these past four years as a member of ACEJMC.

saa
Memo

To: Alex Tarquinio
From: Bob Becker
CC: Irwin Gratz, Alison Bethel McKenzie
Date: 3/18/2019
Re: SPJ and SPJ Foundation bylaws amendments

The Bylaws Committee will ask the Society board to approve the attached amendments for action by delegates at EIJ 2019. Most of them are housekeeping amendments related to the Foundation and the Quill Endowment.

In recognition of the fact that the restructured SPJ board will hold fewer in-person meetings, and more electronic meetings in the future, we recommend one substantive change in the SPJ bylaws. We believe it would be wise to make clear the board’s commitment to transparency by establishing that, to the maximum extent possible, its electronic meetings, in addition to its in-person meetings, will be live streamed.

The transition from a 23-member to a 9-member SPJ board will be complete at EIJ 2019, and that has implications for the Foundation, as well as the Society. The Foundation’s bylaws, not the Society’s, address the relationship between the two entities. We are recommending an amendment for the Foundation board’s consideration to adjust to the restructuring. We are suggesting a similar transparency amendment to the Foundation as well.

Housekeeping amendments

At EIJ 2018, delegates voted to begin the process of dissolving the Quill Endowment and giving the SPJ Foundation authority to manage funds in the Endowment as it does other assets designated for specific purposes. Delegates amended the SPJ bylaws so that the more than $500,000 in the Endowment will be turned over to the Foundation. Previously, the bylaws said that, upon termination of the Endowment, funds had to be returned to individuals who contributed to it. Delegates also took the first of two votes required to terminate the Endowment.

To complete the process at EIJ 2019, delegates must vote a second time to terminate the Endowment. If they again vote to terminate the Endowment, they should be asked to remove Article Fourteen from the bylaws. That Article defines how the Quill Endowment
is managed, and will become unnecessary once it is terminated and the funds are distributed to the Foundation.

At the Foundation’s request last September, the SPJ board approved changing the name of the Foundation to the Society of Professional Journalists Foundation. The current SPJ bylaws include two references to the Sigma Delta Chi Foundation, which need to be changed to recognize the name change.

**SPJ board transparency**

Until 2017, the SPJ board held two in-person meetings, usually at EIJ in September and in Indianapolis in April. The Executive Committee held two in-person meetings, usually at the site of the next convention in January, and after the SDX Awards Dinner in June in Washington. Those meetings generally were open to Society members who wished to attend, and SPJ live streamed them so members could watch from afar. From time to time, the board held meetings using telephonic or video conference systems that were not open to the public to address specific issues.

When the transition is complete in September 2019, the Executive Committee will no longer exist, and it is unlikely that the board will increase the frequency of its in-person meetings. In addition, in the past few years, the board has held video conference meetings more frequently. As a result, the board is conducting more Society business remotely, and until a few months ago, interested Society members were excluded from those meetings.

The proposed amendment to Article Seven, Section Seven would state that all in-person and remote board meetings are public, except when discussing confidential matters; that meeting agendas and supporting documents (the board packet) will be posted on SPJ.ORG at least 72 hours before each meeting; and that audio and/or video conference sessions will be live streamed. We are proposing the same transparency measures to the Foundation board as an amendment to Article Two, Section Six of the Foundation bylaws.

**SPJ appointments to the Foundation board**

There are no provisions in the SPJ bylaws addressing appointments to the Foundation board. Currently, the Foundation bylaws state that the Society board can appoint as many board members as it chooses to serve on the Foundation board for one-year terms. Although the Foundation bylaws impose no limit on the number of SPJ appointees, my understanding is that seven SPJ appointees serve on the Foundation board now.

SPJ will have only seven elected and two appointed board members going forward, and maintaining the current level of representation will be difficult if SPJ may appoint only members of the Society board. To broaden the pool of potential SPJ appointees, we propose that the SPJ board may appoint any SPJ member to a one-year term on the Foundation board.

Although we propose broadening the pool of potential appointees, we do not see a need at this time to limit the number of individuals the SPJ board appoints. The SPJ contingent
cannot be a majority of the Foundation board, but at current levels SPJ appointees account for only about one-quarter of the Foundation board’s membership.

**The amendment process**

If the SPJ board approves the proposed amendments to the Society’s bylaws, it must circulate the proposed language to all chapters at least 60 days before the opening business meeting at EIJ 2019. In the past, staff has notified all Society members by email of the amendments. Amendments take effect immediately after the closing business meeting if delegates approve them.

The process for amending the Foundation bylaws is different. The Foundation board can adopt amendments by motion, and then notify the SPJ board of their decision. Once notified, the SPJ board has 30 days to consider the amendment. If the SPJ board takes no action, the amendments become effective.
Article Five
Establishment and Operation of Chapters

…
Governance

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

Article Six
Society Officers

…
Section Three. To serve as president or president-elect a person must be a member in good standing of the Society and must previously have served as a member of the board of directors, or the board of the Sigma Delta Chi Society of Professional Journalists Foundation, or been the chair of a national committee, or president of a professional chapter or community board, and also has been or is a member of a national committee.

Article Seven
Board of Directors

…
Section Seven. 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. All meetings shall be open to the public, except when the board is discussing confidential matters including, but not limited to, personnel, privileged communications with legal counsel, and contracts. All in-person and electronic meetings of the board shall be live-streamed to permit public remote viewing. Meeting agendas and documents shall be available for viewing on the Society’s website at least 72 hours in advance of the scheduled meeting.

Article Eight
Regional Coordinators

…
Section Four. The board of directors may declare any regional coordinator position 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 two-thirds of the members of the board. Any regional coordinator whose removal will be considered shall be notified in writing 14 days in advance that the board may take such action. The national board shall notify all campus and professional chapters in the region affected of that meeting 14 days in advance.
Section Five. Any regional coordinator vacancy shall be filled by vote of the board of directors. The replacement regional coordinator shall serve until the next convention, at which time an election will be held to fill the unexpired portion, if any, of the term for which the predecessor was elected.

Section Six. The regional coordinators shall be responsible for organizing, guiding and supervising, and stimulating …

ARTICLE FOURTEEN

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.

(TR) 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.

(TR) 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.

(TR) 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.

(TR) Section Nine. The Quill Endowment Fund Trustees shall be composed of the members of the board of the Sigma Delta Chi Foundation.

(TR) 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.

(TR) 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.

(TR) Section Twelve. Disbursements from the Quill Endowment Fund shall be made by the trustees to the executive director directly.

(TR) 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.

(TR) 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.

(TR) 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 FIFTEEN FOURTEEN

Amendment

SOCIETY OF PROFESSIONAL JOURNALISTS FOUNDATION BYLAWS

Article Two: Board of Directors

Section One: Membership
The Foundation Board of Directors shall consist of an unspecified number of members of the Board of Directors of the Society of Professional Journalists or its successor and a minimum of a like number of additional Directors plus one. The number of directors elected from membership of the Board of Directors of the Society of Professional Journalists shall be at the discretion of the Board of Directors of the Society of Professional Journalists, but the number shall not constitute a majority of the Foundation Board of Directors.

Section Two: Nominations
— Foundation Directors who are elected from among members of the Society of Professional Journalists shall be nominated in a manner to be determined by the Society of Professional Journalists board.
— Other Foundation Directors shall be nominated in a manner to be determined by the Board of Directors of the Foundation.

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Section Six: Frequency of Meetings
The board of directors shall meet annually. Additional meetings shall be scheduled at the call of the president or of a majority of the members of the board. All meetings shall be open to the public, except when the board is discussing matters including, but not limited to, personnel, privileged communications with legal counsel, and contracts. All in-person and electronic meetings of the board shall be live-streamed to permit public remote viewing. Meeting agendas and documents shall be available for viewing on the Society’s website at least 72 hours in advance of the scheduled meeting.
Strategic Planning Task Force

EIJ: Boards and Leaders Update and Town Hall

Read more on SPJ website: bit.ly/spjstrategy
Overview

- Develop and deliver a new strategic plan for SPJ
- Examination, communication and recommendations through EIJ19 and beyond
- Begin broad with intent to narrow focus on board-defined most critical areas
  - Survey
  - Town hall discussions/presentations at EIJ
  - Possible focus groups
  - Updates online at bit.ly/spjstrategy
Overview

- Provide update to SPJ board, SPJ Foundation board and membership at EIJ19
  - Gather feedback and add to report
  - Matt Hall and new executive director to be added to the committee after EIJ19
- Provide clear strategy recommendations in forthcoming comprehensive report
  - Fall 2019/winter 2020
  - Present to SPJ Board at April 2020 meeting
The committee

- Victor Hernandez (chair)
- Patti Newberry
- Alex Tarquinio
- Yvette Walker
- Mike Reilley
- Jennifer Royer
- Kimberly Chin
- April Bethea (SPJ Foundation rep)
Background

- SPJ last created a strategic plan in 2007.
  - Ran seven pages, with multiple goals for each priority — and was rarely, if ever, consulted after completion
  - Former Executive Director Joe Skeel long supported creating a plan.
  - Former SPJ President Dave Cuillier shared his ideas for a plan more recently.
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) What do we desire or expect SPJ to be known for representing across the long-term?</td>
<td>6) What are the least impactful areas/programs that we should back away from?</td>
</tr>
<tr>
<td>2) What is SPJ's competitive advantage from the rest of the 65+ journalism orgs?</td>
<td>7) Who are our members going forward and how might that evolve?</td>
</tr>
<tr>
<td>3) What is SPJ's competitive disadvantage from the rest of the 65+ journalism orgs?</td>
<td>8) How will we balance what we think SPJ members need versus what they believe is the case?</td>
</tr>
<tr>
<td>4) What do members value most from their association with SPJ?</td>
<td>9) How can we effectively accelerate SPJ's evolution without alienating certain member groups?</td>
</tr>
<tr>
<td>5) What are the most impactful areas/programs we should be focused on?</td>
<td>10) What could SPJ do to radically integrate Digital culture and programs?</td>
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<td></td>
<td>11) How can we shift journalism trainings to holistic hands-on workshop approaches?</td>
</tr>
</tbody>
</table>
Where else are members turning?

What do they do well that we also offer?

What do they do well that we don’t, and should consider?
The Strategic Planning Task Force is creating a living, breathing document to guide the board, and will run no more than three pages.

- At EIJ2020, delegates will be asked to adjust bylaws to require boards to review and revise the plan every April.

- Currently in research, feedback and exploration phase: Survey completed, town hall discussions and board updates at EIJ.
Survey background

- Sent to 5,591 members through direct emails: 34 questions: quantitative, qualitative, demographic
  - Reminders in Leads and promoted heavily on social media channels
- 550 responses | 9.9% response rate
  - Survey Gizmo: External surveys will generally receive a 10%-15% average response rate
- Two-thirds of respondents were age 50 or older
  - Responses by age groups were consistent on questions such as moving HQ, name change, lobbyist, etc.
- 50% female, 49% male, 1% did not designate
- 10.5% of responses were from California
  - Followed by New York (6.4%), Ohio (6%), Illinois (5%) and Florida (4.8%)
Survey findings

What is your age?
Answered: 545  Skipped: 5

- Under 18
- 18-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 80-plus

SPJ Strategic Plan Member Survey
Survey findings

What is your specific SPJ involvement?

Answered: 545   Skipped: 5

- Active professional...
- Active student member
- Active retired member
- Inactive member
- Chapter leader
- Regional/national leader
- Other
In what field did you/do you work?

Answered: 397  Skipped: 153

Online
TV
Radio
Newspaper
Magazine
Other (please specify)
What other professional journalism organizations do you belong to?

Answered: 334  Skipped: 236
How likely are you to renew your membership in the upcoming year? Why or why not?

Answered: 546  Skipped: 4
### Respondents told us:

- **They do not support** moving HQ to NYC or Washington DC.
- They do not support changing SPJ’s name to the Society for Professional Journalism.
- **They do support** increasing SPJ’s lobbying efforts at the local and national levels.
- **They do support** hiring a full-time lobbyist.
- **They strongly oppose** increasing member dues.
- They responded inconsistently to questions about education/digital training.

### Three areas for SPJ to focus on in the next decade (in order):

1. Ethics
2. Journalism training
3. Open government

### Most impactful programs SPJ should focus on:

1. Advocacy for journalism
2. Code of Ethics
3. Industry relevance *  

*Closely followed by: Media literacy and digital training.*
Survey findings

As a member of SPJ, what do you value the most from the organization?

Answered: 549   Skipped: 1

- Access to First...
- Industry association...
- Network and career...
- Journalism training
- Award opportunities
- Other (please specify)
Survey findings

What would you expect SPJ to be known for over the next decade?

Answered: 402  Skipped: 148

- Career Resources
- Diversity
- Ethics
- Journalism Training
- Open Government
- Other (please specify)
Survey findings

Please rank the most impactful areas/programs SPJ should be focused on?
Answered: 543  Skipped: 7

- Advocacy for journalism,...
- Code of Ethics
- Contests
- Digital Training
- Industry relevance/co...
- Media Literacy
- Student Programs
- Other

[Bar chart showing rankings]
Q13
To be more effective, SPJ should move its headquarters from Indianapolis to a more industry-accessible locale such as Washington, D.C., or New York.

10 = strongly agree
0 = strongly disagree

<table>
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<tr>
<th>ANSWER CHOICES</th>
<th>AVERAGE NUMBER</th>
<th>TOTAL NUMBER</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Responses</td>
<td>5</td>
<td>2,389</td>
<td>513</td>
</tr>
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Total Respondents: 513
Survey findings

To be more effective, SPJ should increase its lobbying efforts at the national level.

Answered: 522    Skipped: 28
To be more effective, SPJ should increase its lobbying efforts at the local/state level.

Answered: 523  Skipped: 27
Survey findings

Should SPJ change its name to the Society for Professional Journalism?

Answered: 541  Skipped: 9

- Yes
- No
- Other (please specify)
What respondents told us about SPJ, education and digital training:

- There is a need for digital tools training and online trainings (webinars, etc.)
- SPJ is not meeting their needs in this area
- In-person trainings are important but not as important as online trainings to them
- 28% of survey respondents skipped this question
- On another question, respondents ranked journalism training No. 2 on what the organization should be known for in next decade
  - But ranked it fourth on what they value most in the organization
Survey findings

Where is SPJ lacking in the area of education?

Answered: 394   Skipped: 156

- Webinars
- Online resources
- EIJ programming
- In-person training
- I am satisfied with the...
- Other (please specify)
Members expressed their opinions by answering several open-ended questions. While many see SPJ doing good things, many others have concerns.

One comment summed up what many respondents said:

• “Not welcoming, impersonal, low profile. No public position on important issues.”
Survey **comments**

- **Common themes gleaned from the open-ended questions:**
  - Members who responded want more and better open communication with the board and HQ
  - They say the board infighting takes SPJ away from its mission
  - They want more chapter support and more interaction with the chapters
  - They want more local programming and “turnkey” programming for chapters
Common themes gleaned from the open-ended questions:

- Members who responded want training that goes beyond Facebook and Google (reporting, storytelling, back to the basics) and Webinars
- They want training that prepares members for their next jobs
- They want more employment assistance
- They want more lobbying and advocacy for journalism
- They question our efforts on diversity
Feedback from respondents on a need for better communication:

“Its bureaucracy and poor communication among members. Also that a lot of people can’t express in 30 seconds what the Society provides members or potential members. We need to promote ourselves and SPJ better.”

“Communication that stimulates action and involvement.”

“More information on national governance issues. I don't have time to wander through blogs, etc. Just send me the information.”
Feedback from respondents on a need for better communication:

- “Trustworthiness”
- “Streamlined communication”
- “SPJ should not rely on SPJ Leads and social media for communicating to its members.”
Survey comments

- More on communication:
  - "Just need more connection."
  - "Confidence that while we might not always agree with decisions made by HQ and the SPJ board, that the voice of the chapters are being heard."
  - "More information in Spanish."
  - "I don’t get reached out to unless I say something first."
More on communication:

- “Transparency from HQ and the national board.”
- “More communication”
- “Responsiveness to local chapters and grassroots members”
- “Why are journalists terrible at communications? Our chapter should be getting messaging guidance, social toolkits, graphics templates, and more.”
• **Feedback from respondents on in-fighting:**

  • “I am strongly considering not renewing my membership with SPJ. The piece Columbia Journalism Review ran on the organization was embarrassing. The chaos created by … board members makes me question whether SPJ is relevant in 2019.”

  • “The infighting about our mission has been troubling. … We need to have a strong voice on what we can agree on, and be a resource in the country and world.”

  • “Recently, it seems infighting within organization has taken attention away from bigger goals and needs to grow the organization and ensure it is relevant to as many journalists as possible.”

  • “The infighting, back-stabbing and secrecy at the national level. I'm ashamed and irritated to see it in a "professional" organization. I feel those involved have too much time on their hands, if they have the time to waste with politicking. I certainly don't have the time to waste following it.”
Feedback from respondents on chapter support:

“"I think the chapter system is broken. We have more chapters that are dormant or poorly led than good ones."

"I don't hear about its efforts/ability to help chapters."

“The national board needs to give state chapters a share of membership dues to incentivize states to boost membership in national; to do otherwise is a death sentence."
Other insightful feedback:

- “It [SPJ National] seems detached from local chapters.”

- “National has become far too political and doesn’t seem to understand chapters and their needs. Micromanagement of chapter finances is a crazy requirement that takes too much time for volunteer board members in an organization struggling nationally and locally to attract and retain members.”

- “There doesn't seem to be much connection between the national organization and the local chapter nearest me. I did go to a local chapter's event a few months ago, and that was fun, but I only found out about it through Facebook. Wouldn't you share mailing lists? I don't get it.”
Feedback from respondents on local programming and training:

“I think there's space for SPJ to step forward and create a program for members to qualify as legit journalists. With the cost of membership and a quiz/competency test of sorts, that could go a long way to be a Seal of Approval. Tricksters likely won't bother to become credentialed. I see this as a sister program to the Trust Project.”

“More local programming and help from national to local chapters to do it.”

“Local programming and leadership. Regular networking events on a local level.”
Survey comments

Feedback from respondents on local programming and training:

- “Access to more smaller-scale programs throughout the year (not just the regional and national conferences).”
- “Training and resources for rural journalists.”
- “Turnkey programs for chapters to offer.”
- “More accessible training.”
• **Feedback from respondents on local programming and training, cont.:**

  • “Personally, I think small chapters, of which I am a member of, should meld together as sub-regions and work together on programs, contests, marketing of the organization and education opportunities with geographics in mind. Two strong programs can be presented to three chapters at different times. Contests can also have more competitions if more chapters banded together to run it.”

  • “More advanced digital training offers year-round beyond the partnerships with Facebook and Google. Those offer good info but it's just part of digital.”
Feedback from respondents on what they like most about SPJ:

• “I appreciate its long-lasting voice -- SPJ can be a leader in the community and in promoting media literacy. I appreciate the FOI and other legal support for journalists. I appreciate the recognition -- it can be such a boost to journalists working in small newsrooms to have their work recognized. I appreciate the professional development opportunities.”

• “A strong voice of likeminded colleagues who value journalism ethics and First Amendment and open government advocacy.”

• “Fighting for First Amendment rights.”

• “Awards, Quill, email updates.”

• “It’s a community dedicated to fighting for the tenets of Journalism.”

• “That is simply exists in today’s difficult media environment.”
Feedback from respondents on employment assistance:

- “Career advancement options or something related to developing and advancing careers. Something like a job board ...”
- “Group health insurance for our association.”
- “Help for transitioning out of journalism.”
- “Support. As a freelancer, I need it! But EVERY time over the last two years that I have reached out to my local chapter president or to an SPJ committee, my requests have been completely ignored, dismissed, or responded to MONTHS later ...”
Feedback from respondents on employment assistance:

- “I would like employment assistance and workshops/training devoted to not only diversity and inclusion, but networking with professionals to find jobs in journalism and building career contacts I am not receiving.”

- “If there were a way to post a profile, job wants, other needs, and it could do a search for you and provide opportunities or contacts. A sense that an organization that I've put a lot of effort into is putting effort into giving something back to me, too.”
Survey comments

• Feedback from respondents on diversity concerns:
  • “What has the organization done to promote diversity and inclusiveness? How has the organization attracted the next generation of journalists?”
  • “NO DIVERSITY. NO INCLUSION. NO ATTEMPT TO GAIN MORE DIVERSITY.”
  • “More diversity-centered programming and advocacy.”
Survey comments

- **Feedback from respondents on lobbying:**

  - “A strong voice at the national level defending us against politically motivated attacks that ultimately weaken democracy. This could take the form of lobbying, of fundraisers for Washington politicians, of a quick-response media team to respond to outrageous attacks on us.”

  - "‘Lobbying,’ in a sense, with universities. According to my research and others’, there is still a major gap between what communication executives and academics perceive to be the educational needs of future journalists. I would love to work with SPJ in bridging that gap.”

  - “Updates on lobbying efforts.”

  - “More aggressive lobbying for free press.”

  - “More lobbying efforts on the state level.”
Survey comments

• Not a running theme, but insightful feedback:

  Lack of relevancy outside of newspaper journalism
  In search of a mission
  Low public profile
  No “cool factor”
  Fall behind organizations who have specialized
  Too much for too many
  Unclear direct benefits
  No freelance support
  Members mention they have not received their SPJ cards
And one indicator of a lack of connection between SPJ and our members:

“I'm not sure what the role is supposed to be, how I'm supposed to connect, and I'm not aware of whatever free speech/journalism/4th estate advocacy is going on.”

-- from a female professional radio journalist, 41-50 years of age.
Next steps

1. Continued exploration; research, listening (focus groups), analysis [Fall]

2. Full recommendations report available to SPJ Board [Spring]

3. Research findings, survey data, more available [SPJ.org/strategy] [ongoing]

THANK YOU