

**MINUTES  
MEETING OF THE BOARD OF DIRECTORS  
SOCIETY OF PROFESSIONAL JOURNALISTS  
AUGUST 23, 2006  
CHICAGO, ILLINOIS**

**MEETING CALLED TO ORDER**

With President David E. Carlson presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 1:06 p.m. on Wednesday, August 23, 2006, at the Hyatt Regency Chicago.

**ROLL CALL**

In addition to President Carlson, the following were present for all or portions of the meeting: President-Elect Christine Tatum; Secretary-Treasurer Bruce Cadwallader; Immediate Past President Irwin Gratz; Vice President for Campus Chapter Affairs Mead Loop; Directors at-Large Sally Lehrman and Molly McDonough; Advisers at-Large Sue Kopen-Katcef and Neil Ralston; Campus Representatives Ashlee Clark and Adrian Uribarri; Regional Directors Carl Corry, Ann Augherton, Holly Fisher, Joe Wessels, Richard Roth, Gordon Govier, Ron Sylvester, Travis Poling, Deb Hurley, Nathan Isaacs, Paul McAfee, and Clint Brewer; and Executive Director Terrence G. Harper.

Other staff members present for the meeting were Associate Executive Director Chris Vachon, Associate Executive Director Julie Grimes, Quill Editor Joe Skeel and Membership Manager Wendy Hoke.

**APPROVAL OF MINUTES**

**Upon proper motion and second by Tatum and Katcef, respectively, the board approved the minutes of the April 22, 2006 board of directors meeting as amended.**

**PUBLICATIONS PROPOSAL**

The board reviewed a proposal submitted by Harper regarding restructuring the business model for the Society's publications. Key components of the proposal included the continuation of The Journalist, hiring an in-house advertising sales representative and a graphic designer. It was the sense of the board that the proposal made good business sense and could have the potential to generate additional revenue for the Society.

**Upon proper motion and second by Tatum and Brewer, respectively, the board approved the publications proposal, including the continuation of The Journalist and the creation of two new staff positions: advertising sales representative and graphic designer.**

The complete proposal is attached to these minutes as Exhibit A (below).

**LEGAL DEFENSE FUND REQUEST: JOSH WOLF**

Josh Wolf, a San Francisco freelance video journalist, videotaped a July 2005 protest against the G-8 economic summit where protesters were suspected of vandalizing a city police car and injuring a San Francisco police officer. Wolf was asked by authorities to provide his video outtakes; Wolf refused. Federal action was brought against Wolf on the basis that federal money was used to purchase the police car that was damaged. A judge found Wolf in contempt of court and ordered him jailed Aug. 1. The Legal Defense Fund provided Wolf with a \$1,000 grant in July. Wolf's attorneys submitted an additional request for \$50,000. Carlson contacted Wolf's attorneys who agreed to cap their fees at \$60,000 through the appeals process and, further, that Wolf would not be held responsible for any portion of the fees. On that basis, Carlson and LDF Chair Dave Aeikens asked the board of directors to consider making an additional grant to Wolf in the amount of \$30,000, for a total of \$31,000. The request has the unanimous support of the Freedom of Information Committee co-chairs, the LDF chair, President-elect Tatum and President Carlson.

**Upon proper motion and second by Gratz and Tatum, respectively, the board unanimously approved a \$30,000 grant from the Legal Defense Fund to Josh Wolf.**

## **MARK OF EXCELLENCE AWARDS**

Awards and Honors Chair Guy Baehr submitted the following recommended changes to the Mark of Excellence Awards program:

- Reduce the number of categories from 43 to 39. This will be accomplished by combining seven existing categories into three.
- Create a new position called Regional MOE Chair in each of the regions. The Regional MOE Chair would be appointed by the Regional Director and would take on the MOE duties now performed by the Regional Director. The Regional Director is responsible for the awards program if an awards chair is not identified.
- To support the work of the Regional MOE Chairs and their committees each chair will receive an annual stipend of \$300. The \$300 will not go to the Regional Director — only to the awards chair.
- The awards chair will receive a complimentary one-year membership in the Society.

**Upon proper motion and second by McAfee and Sylvester, respectively, the board approved the above changes to the Mark of Excellence Awards Program.**

## **OFFICER, DIRECTOR, AND STAFF REPORTS**

Reports from officers, directors, and staff were included in the board packet for review by board members.

**Upon proper motion and second by Tatum and Cadwallader, respectively, the board accepted all of the officer, director and staff reports.**

## **MEMBERSHIP**

Membership Manager Wendy Hoke reviewed her board report and discussed a long-term membership plan and her efforts to help chapters focus on membership. Katcef recommended a plan that would include a three-year membership plan for recent graduates. In the first year following graduation, no dues would be collected. In years two and three, reduced dues would be collected. Regular dues would apply going forward. The board referred this idea to staff to study and have ready for the fall Executive Committee meeting.

## **FEDERAL SHIELD LAW LEGISLATION**

Malena Barzilai, Baker & Hostetler, reviewed the firm's efforts regarding the federal shield law. She provided board members with a copy of Baker & Hostetler's Annual Report.

## **STATEWIDE CHAPTERS**

A handful of states have been identified for the creation of statewide chapters. Champions need to be identified in those states. A variety of models need to be developed for statewide chapters since just one model will not work for all chapters. Hurley will chair a committee to study the issue and make recommendations to the board. Serving on the committee with Hurley will be Sylvester, Fisher and Brewer.

## **GREEN EYESHAD AWARDS**

The Green Eyeshade Awards program was transferred to the Regional Directors in the contest area at the spring 2006 SPJ board of directors meetings. Brewer reported that he has identified a contest coordinator. Fisher is going to check with members in her region about the elimination of the banquet and instead there is discussion about the awards being presented at the regional conferences. Staff will be requested to coordinate the printing and mailing of the awards brochure. SPJ will provide the contest with some seed money to cover upfront costs. All expenditures will be reimbursed by proceeds from the contest.

## **REPORT ON REGIONAL DIRECTORS MEETING**

Regional Directors requested that annual reports be filed electronically and that the reports for pro chapters be sent to their respective Regional Director. They requested that Regional Directors review annual reports first, then the doctors should have their opportunity for assessment, and then the results are sent to HQ. The star rankings from the Regional Director and the doctors should be combined. They requested that late reports be evaluated by staff and be supplied with feedback.

## **COMMITTEE REPORTS**

**Upon proper motion and second by Tatum and Cadwallader, respectively, the board approved all committee reports except the report of the Chapter Doctors.**

## **CHAPTER DOCTORS REPORT**

The board briefly discussed the report and recommendations submitted by Chapter Doctors McDonough and Lehrman.

**Upon proper motion and second by Corry and Katcef, respectively, the board approved the Chapter Doctors report.**

The report of the Chapter Doctors is attached to these minutes as Exhibit B (below).

## **CHAPTER PETITION**

**Upon proper motion and second by Fisher and Uribarri, respectively, the board unanimously granted a chapter charter to the North Central Florida Pro Chapter.**

## **HIRING PRACTICES**

**Upon proper motion and second by Lehrman and Wessels, respectively, the board adopted the following with respect to hiring SPJ staff: SPJ will apply its diversity mission to hiring with a written policy and approach to:**

- **Actively seek diverse candidates**
- **Advertise broadly**
- **Craft job descriptions to be inclusive**
- **Include diverse candidates within the interview pool**

## **MARKET WIRE PROPOSAL**

A proposal was disseminated to the board regarding a potential partnership between SPJ and Market Wire. The purpose of the proposal is to provide training to public relations professionals and to provide a new revenue source for SPJ. The board requested time to review the proposal and they requested that the proposal be brought to the ethics committee during its meeting scheduled for Friday, August 25. The board indicated it would discuss the proposal further at the post-convention board meeting on Sunday, August 27.

## **ADJOURNMENT**

**Upon proper motion and second by Corry and Wessels, respectively, the meeting was adjourned at 5:30 p.m. on Wednesday, August 23, 2006.**

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## **EXHIBIT A**

### **Rethinking SPJ Publications An SPJ Staff Proposal**

The third edition of The Journalist is in the can. After three years, the financial performance of the publication continues to improve although profitability has yet to be achieved.

The first staff-driven effort at producing The Journalist resulted in better bottom-line performance over the preceding two attempts; however, we feel that by making some adjustments to SPJ's overall publications "empire," we can achieve greater success in more than just the once-yearly publication of The Journalist.

For not too much more than we are now spending on freelance advertising sales representatives and graphic design services, we can bring both of these functions in-house. The economies of scale we can achieve will serve the Society better in the long run and improve the overall quality of all of our publications.

## **Advertising Sales**

The Society will hire a full-time sales representative. In addition to The Journalist, this person also will sell Quill, The Working Press, convention sponsorship and work on any other revenue-generating ventures related to sales, including Web site advertising and E-mail messages. This person's sole responsibility will be to sell SPJ.

## **Cost Analysis**

For the fiscal year ending July 31, 2007, we have budgeted advertising revenues of \$194,146. At the current 20 percent sales commission, the cost of those sales is \$38,829. The net to SPJ is approximately \$155,300. Please keep in mind that these sales are being generated by freelance reps that only spend part of their time on SPJ.

For the in-house rep, the base salary will start at approximately \$25,000 per year, plus 12% commission. When gross earnings (base plus commission) reach \$55,000, salary will be withdrawn and the sales commission will increase to 20%.

In order for SPJ to net the same amount as is currently budgeted — \$155,300 — the in-house representative would have to sell an additional \$23,000 in print ads, or a total of \$217,000. The additional ad revenue equates to the equivalent of two or three additional ads in The Journalist.

It is our hope, of course, not to simply maintain the status quo, but to grow our advertising revenue significantly, including on the Web, E-mail, convention advertising, etc.

Although the earning potential for the in-house sales rep is theoretically unlimited, the median income for an advertising sales rep for an individual membership organization is \$45,000; the average is \$51,386 (Source: 2006 Association Compensation & Benefits Study).

## **Graphic Design**

In 2006, the Society paid approximately \$25,000 for the design elements of The Journalist. In addition, the Society and the Foundation paid an additional \$8,000 for other freelance design services.

For roughly the same cost — perhaps a few thousand more — the Society can hire a full-time graphic designer who will work not only on The Journalist but who also will produce graphic designs for other SPJ and Foundation projects. The median salary of a graphic designer at an association with similar revenue is \$34,618; the average is \$33,814 (Source: 2006 Association Compensation & Benefits Study). Using the same study, but comparing by staff size, the median and average increase to \$38,700 and \$40,500, respectively.

The Journalist's design team has done a terrific job on to date, but it doesn't make sense to continue to pay "New York" prices for a single project when we can get a much bigger bang for the SPJ buck while maintaining the same high quality we have come to expect from The Journalist.

SPJ has all of the page design files for past issues of The Journalist so recreating the look and feel would be feasible for any professional designer. Additionally, this individual would be working for all SPJ projects so his or her salary would not be tied solely to The Journalist's budget.

## **Upside:**

- this approach blends staff and expenses for SPJ's publications, the Web site and other communications
- frees up Joe Skeel to focus more attention on content for Quill, The Journalist and the Web and less on the manual labor (layout and design)
- increased revenue potential from full-time sales representative on staff

## **Downside:**

- from strictly the expense side of the ledger, replacing the freelance services we currently employ with a sales rep and a graphic designer will cost SPJ an additional \$30,000 - \$35,000

For historical context, in its first year, The Journalist had a deficit of approximately \$62,000; in year two, the deficit improved to approximately \$32,000; the third year shows continued improvement with a projected deficit of approximately \$15,000.

**Executive Director's Note:** If it is the board's decision to cease publication of The Journalist, this proposal is moot. The numbers don't compute without it.

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## **EXHIBIT B**

### **Chapter Doctor Report, 2006**

#### **Respectfully submitted by Chapter Doctors Molly McDonough and Sally Lehrman**

Of the 62 chapters that HQ provided 2005 and 2006 membership numbers for, 28 showed increases in members, 29 showed decreases and five stayed the same. There were three new chapters. Two chapters — Forth Worth Pro and Kansas Pro — lost so many members that, according to the official counts, they have shifted from large to small chapters.

Of those 62 chapters, 39 chapters filed reports on time. An additional 12 chapters filed late reports.

Programming is certainly a strength for most chapters, though there could be more attention to core SPJ missions. Programs on diversity are sorely lacking. A few chapters also overlooked Watchdog and FOI programming.

**There is a stark lack of attention to membership development and retention.** Also, chapters repeatedly note that they have trouble recruiting dedicated leaders and volunteers. Cleveland, for instance, notes that it is suffering from “leadership fatigue.”

Perhaps Indy Pro said it best: “Like many all-volunteer organizations, there aren't yet enough ‘doers’ to get all the chapter work completed.”

Many chapters expressed concern that job losses, print consolidation and uncertainty throughout the industry are hurting both membership and chapter involvement. Some have begun efforts to reach out to freelancers and ethnic media in response.

Two chapters, Indy Pro and Connecticut Pro, suggested that SPJ automatically place new members with the nearest local chapter and indicate this on the membership form. Connecticut waives its dues the first year, so this would be easy there. Many other chapters include membership incentives and waive or reduce fees for new members. **This is an idea worth pursuing on a national scale.**

We ask our chapters and chapter leaders to do an awful lot of on-the-ground work for SPJ. As their chapters grow, they need more and more administrative support and communications tools to keep members engaged.

Few chapters recognize that they can build membership components into their already established programs. And most fail to recognize that they can be pairing advocacy efforts with membership recruitment efforts.

For example, Hawaii does a great job with FOI activities but admits in its report that it doesn't pay much attention to programming or membership. **Strong chapters recognize that regular programs are the best way to bring in and retain members — provided that each program or other activity includes active outreach and follow-up.**

Most chapters are scrapping their print newsletters and are creating email newsletters and e-mail blast lists. Cincinnati, Queen City Pro, has a list with more than 900 e-addresses.

Most active chapters, large and small, have an active Web site or want to create one. At least one chapter mentioned that SPJ's Web options are limiting. It remains to be seen if the Web redesign will help in this regard. Several chapters also still maintain high-quality print newsletters.

Many chapters have excellent scholarship programs, although a few need help promoting them more effectively.

Financial reporting was a consistent weakness throughout the reports. Many chapters seem unclear as to how to manage their finances and maintain careful records. Chapters should analyze their output and return on fundraisers, annual awards and other activities. Clear guidance in this area should go out to every chapter from the national office, with training provided at the Ted Scripps Leadership Institute.

The chapter report guidelines could use clarifying as well. What does “communicate with national” mean?

Region 3 is the most at risk overall, with only one chapter filing a report, South Florida, and that one was late. [Two late reports were disputed by the chapter doctors, who thought that South Florida and Los Angeles in particular should have been granted extensions. HQ did grant extensions for chapters that asked for extensions before the filing deadline.]

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## **REGION 1: Carl Corry**

### **Connecticut Pro | Large | 4 | On time**

**Areas of Achievement:** Chapter has a strong scholarship program, excellent mix of programming, awards, student support and FOI advocacy.

**Concern:** Membership, which decreased this year. Suggest attention to other SPJ mission areas, including ethics and diversity.

**HQ:** See chapter recommendations to national regarding membership.

### **East End Pro Chapter (Press Club) | Satellite | No report**

**Action:** Recommend revoke charter.

### **Gr. Philadelphia Pro | Small | Late report**

### **Keystone State Pro | Small | Late report**

### **Maine Pro | Small | 2 | On time**

**Areas of Achievement:** Good programming and effort to keep the chapter active. The chapter is effectively using events and FOI advocacy to rebuild. The Web-based event is a good model for chapters with members spread across a large geographic area.

**Concern:** There is a clear leadership gap. Chapter needs to send someone besides Irwin to conference and develop a deeper leadership bench.

**Action:** Recommend remove from probation.

### **New England Pro | Large | No report**

Was told the report is on the way.

### **New Jersey Pro | Large | No report**

Emailed leaders. No response.

### **New York Deadline Club | Large | 4 | On time**

**Areas of Achievement:** Excellent programming that involves educational and social components. Bylaws rewrite and board restructuring seems like it has helped the club re-invigorate. Attention to building infrastructure for long-term sustainability and leadership development. Nice mix of educational and social events in programming.

**Concern:** Programming and activities require more attention to SPJ mission areas of FOI, ethics and diversity.

### **Press Club of Long Island | Large | 4 | On time**

**Areas of Achievement:** Excellent range of pro and social programming as well as student outreach. Nice ethics package, strong scholarship mix.

**Concern:** Membership retention. Membership decreased. No watchdog or diversity events (except at student level). Difficulty recruiting board members as well as regular members.

## **REGION 2: Ann Aughterton**

### **Maryland Pro | Small | 2 | On time**

**Areas of Achievement:** A couple of good programs and outreach to students.

**Concern:** Membership decreased. Report incomplete. No details about membership initiative. Report includes no information on chapter health, goals or activities other than program fliers.

**Action:** This chapter seems at risk and should be given follow-up attention.

### **Triangle Pro | Small | Late report**

**Action:** Ann recommends inactive status while she works with a dedicated volunteer to regroup. Ann would like to work with chapter doctors or someone to get the chapter back up and running.

### **Virginia Pro | Large | 4 | On time**

**Areas of Achievement:** Excellent range of programming and topical events. Good student outreach and support through membership option and scholarships. Smart idea to spread events around geographically.

**Concern:** Membership decreased. Lack of activity by broadcast and younger pros. Self-identified worries about serving a far-flung region. Succession planning could be handled through adding committees or event co-chairs.

### **Washington D.C. Pro | Large | 4 | On time**

**Areas of Achievement:** Very good range of programs and social gatherings that could appeal to a broad range of journalists. Membership increased. Strong focus on continuing to build membership. Strong mix of attention to FOI, ethics, diversity and fun. Strong scholarship program.

**Concern:** Activities seem primarily social; very little professional development or topical programming for a chapter of this size. Reaching further in this area might help build membership.

## **REGION 3: Holly Fisher**

### **Atlanta Pro | Small | No report**

Probation. Holly reported that there is no functioning chapter. Recommend that chapter gets one more year before being designated inactive.

### **Augusta | Small | No report**

Recommend charter be revoked.

### **North-Central Florida | Small | No report**

### **Mobile Pro | Small | No report**

### **South Florida Pro | Large | 4 | Late report**

**Areas of Achievement:** Solid programming that appeals to broadcast, print and new media journalists. Excellent fundraiser. Strong infrastructure and excellent combination of programming, awards, job fair and scholarships.

**Concerns:** It appears that the full board will turn over in 2006. Though this chapter says a succession plan is in place, staggered terms would help continuity. No apparent attention to diversity mission or to Project Watchdog.

## **REGION 4: Joe Wessels**

### **Central Ohio Pro | Large | 4 | On time**

Excellent range of programming that catered to the needs of all journalists, including designers and

podcasters. Fantastic job partnering and branding the chapter and SPJ in the journalism community and beyond. Varied programming; strong professional development. Programming is meaty, incorporates SPJ mission areas with diversity in all its meanings well-integrated throughout, takes place in a variety of locations and takes advantage of partnering opportunities well. Substantial scholarships.

**Concern:** Membership decreased. Fundraising or being able to cover cost of events seems to be a problem.

**Action:** Help chapter develop fundraising and budget strategies so that it can continue to do its good works.

### **Cleveland Pro | Large | 3 | On time**

**Areas of Achievement:** Good range of programming. Strong committee structure — what they are doing is not included in the report, however. Nice programming mix in all SPJ mission areas.

**Concern:** “Leadership fatigue.” Chapter has trouble with membership outreach. Lots of committees, but are they active?

### **Detroit Pro | Large | 3 | On time**

**Areas of Achievement:** Good range of programming and work developing partnerships. Strong newsletter — varied, educational, urges involvement. Creative approaches to outreach.

**Concern:** Membership and lack of outreach to broadcasters and daily journalists. Programming seems a bit thin. No diversity, Project Watchdog or FOI programming. Thin professional development overall.

### **Mid-Michigan Pro | Small | 4 | On time**

**Areas of Achievement:** Good programming, advocacy and good job improving the visibility of the chapter in the journalism community. Strong outreach and support of high school and college journalists.

**Concern:** The chapter president seems to be taking on the bulk of student outreach. This should be spread beyond top leadership to build chapter involvement. The chapter’s recruitment letter is good but implies that it is possible to join the chapter without a national membership. No diversity activities.

**Action:** Recommend that this chapter pursue satellite arrangements with SE Michigan members.

### **Northwestern Ohio Pro | Small | No report**

### **Pittsburgh Pro | Small | No report**

### **Cincinnati Pro | Small | 3 | On time**

Great programming, topical subjects and partnering with organizations (though report details are vague). Creative idea for supporting high school journalists. Remarkable success in regaining membership reimbursement for Enquirer staff.

**Concern:** Membership. Was newsletter launched? [Question: Most of the dates mentioned are 2004-5. Is this last year’s report?]

## **REGION 5: Rich Roth**

### **Bluegrass Pro | Small | 3 | On time**

Good programming in all SPJ mission areas. Especially liked the library events. Solid newsletter.

**Concern:** Lack of effort to recruit new members (would have elevated chapter to 4-star status). There’s a foundation for passive recruiting (programs and communication in place). The chapter should pursue this more actively. Wonder whether there are chapter communications other than the newsletter.

### **Cardinal States Pro | Small | 1 | On time**

**Areas of Achievement:** Chapter had at least two solid events and has been involved with student activities.

**Concern:** No delegates at the regional (which was in Indy) or the national convention. Membership decreased. Board should be filled and a programs committee created. Membership growth will require more outreach.

**Action:** This chapter is at risk; national attention to its progress would be helpful. Possible probation.

**Chicago Headline Club | Large | 4 | On time**

**Areas of Achievement:** Wealth of creative programming on topics of interest to print, broadcast and journalists in general. Diverse speakers. Great attention to students and fellow journalists, with repeat supplies and substantial monetary donation to Times Picayune reporters. Strong programming that integrates all SPJ's mission areas well. Admirable new watchdog award and resource fund. Effective outreach and membership materials.

**Concern:** Membership, significant decrease though there appears to be a rebound. An active chapter such as this needs to pay special attention to leadership development and succession.

**Indiana East Pro | Small | No report**

**Action:** Recommend revoke charter.

**Indiana Pro | Large | 4 | On time**

**Areas of Achievement:** Excellent range of programming, partnership and outreach. Love the Unity scholarship Great idea to start high school program for Hispanic students. First Amendment advocacy is ongoing.

**Concern:** Need to find a way to get national members to join and become involved in the chapter. Try asking some of those Bloomington Herald-Times folks to take on a task, as a start.

**Louisville Pro | Large | 4 | On time**

**Areas of Achievement:** Excellent programming that appeals to broad-based, diverse group of members and prospective members. Programming covers all SPJ mission areas. Loved the "other newspapers" program.

**Concern:** Not clear whether the 20 members without email are dropping out of the communications mix. As the chapter mentions, attention to broadcast is needed, starting with board members or committee chairs who can help with outreach.

**Michiana Pro | Small | No report**

Inactive.

**NW Indiana Pro (CHC) | Satellite | No report**

Inactive.

**REGION 6: Gordon Govier**

**Lake Superior (Minn.) | Satellite | No report**

Inactive.

**Madison Pro | Small | 3 | On time**

**Areas of Achievement:** Seems to be good programming and interesting speakers, but there are no details about how successful the programs were.

**Concern:** Programs seem limited to guest lectures. No apparent professional development beyond this, or attention to FOI or media responsibility. No sense of member involvement or chapter health overall.

**Minnesota Pro | Large | 4 | On time**

**Areas of Achievement:** Excellent programming and advocacy initiatives, great diversity and topics appealing to a range of interests. New project on cameras in district courts will be one to watch. Strong programming in all SPJ mission areas; ongoing FOI advocacy.

**Concern:** Chapter should be attracting new members at the events. Need help closing the deal. Membership should be a part of all programming and outreach activity. Lack of student interest in scholarships, though the money is there.

**REGION 7: Ron Sylvester**

**Kansas City Press Club | Small 3 | On time**

**Areas of Achievement:** Good range of programming and social events. Excellent mix of programs in all mission areas; good job including print and broadcast.

**Concern:** Membership. No real details in report. Official membership count (82 to 63) drops chapter to small-chapter status. Self-reported need for more volunteer involvement in programming. Membership situation unclear — appear to be trying new things to recruit.

### **Kansas Pro | Small | Late report**

### **Nebraska Pro | Small | No report**

Recommend revoke charter.

### **SW Missouri Pro | Small | 3 | On time**

**Areas of Achievement:** Decent programming. Good ethics week program and outreach. Admirable contribution to legal defense but no apparent FOI programming (or diversity). Student support limited to board members' personal efforts.

**Concern:** No consistent outreach.

**Action:** Recommend that the chapter celebrate when members move on to larger markets and reach out to replacements at their news organizations. Ideas for dealing with member churn — ask outgoing members to find new ones?

## **REGION 8: Travis Poling**

### **Austin Pro | Small | No report**

Organizing.

### **Brazos Valley Pro | Small | No report**

Already revoked.

### **Dallas Pro | Small | No report**

There seem to be enough members that chapter should be active. Travis reports that there is interest to keep the chapter going, but that no core group has organized to pull it together.

**Action:** This chapter is at risk and in need of attention. Recommend extend probation again.

### **Fort Worth Pro | Small | 3 | On time**

**Areas of Achievement:** High level of programming, social and professional. First Amendment awards are growing.

**Concern:** Doesn't seem to be any focus on recruiting new members. Wonder about board diversity. Official membership numbers drop chapter to small-chapter status. Chapter should focus on growing membership next year — the foundation is in place. With this level of activity, chapter should be sure to include member-leaders as organizers and in member outreach. Attendance at regional?

### **Houston Pro | Small | 4 | On time**

**Areas of Achievement:** Good mix of programming. This chapter is making an effective effort to identify and respond to the needs of journalists who are working in the area but who are not members. Good attention to all SPJ mission areas. A solid chapter.

### **Oklahoma Pro | Small | 4 | On time**

**Areas of Achievement:** Good programming and attention to member building, especially drawing younger pros into the chapter. Strong student job fair may help recruitment down the road as well.

**Concern:** Lack of outreach to broadcast, new media. Lack of programs throughout the year and presence in other areas of the state. Very little focused programming other than awards and job fair.

### **San Antonio Pro | Small | No report**

Travis says report on the way.

## **REGION 9: Deb Hurley**

### **Colorado Pro | Large | 4 | On time**

**Areas of Achievement:** Good leadership development through committees; board handbook for continuity. Lots of interesting professional development.

**Concern:** Large treasury but no mention of scholarship program or other use in mind.

### **Utah Headliners | Small | 4 | On time**

**Areas of Achievement:** Excellent programming and activities that increase SPJ's visibility and attention to core missions. Great job partnering and contributing financially to SPJ's efforts. Strong communication in support of FOI advocacy.

**Concern:** Full-membership meetings one or two shy of the required six. A couple of web-based programs might be a solution.

Note: Good model for other chapters that are looking for ways to branch out and have a statewide presence.

## **REGION 10: Nathan Isaacs**

### **Farthest North Pro | Small | 2 | On time**

**Areas of Achievement:** Excellent job organizing and breaking through barriers for membership. Great job getting employers to pay for memberships. Increased membership from 9 to 35.

**Concern:** Stretching too thin. Not enough regular programming. Must follow through with programming and professional development. Web-based programming might be an option.

Note: Recommend establishing contacts, liaisons in target geographical areas. As these liaisons begin programming, members and leadership can advance to satellite phase.

### **Greater Oregon Pro | Small | 2 | On time**

**Areas of Achievement:** Decent programming and partnerships. Good collaboration with AAJA on two events, one half-day.

**Concern:** No membership recruitment, not even at events.

**Action:** Needs immediate assistance to boost board and keep from sliding off the map.

### **Inland NW Pro | Small | Late report, incomplete**

Minimal activities. Plans to host 2007 Region 10 convention.

**Action:** Recommend probation.

### **Montana Pro | Small | 1 | On time**

**Areas of Achievement:** Great presence in Montana for SPJ. Makes great use of very limited resources through collaboration and focused attention to key areas. New members.

**Concern:** One-man band. Ian needs help in order to fully establish and grow the chapter. New members could be put to work.

**Action:** Ian asks for inactive status, but his chapter is growing. We are reluctant to drop it, as is Nate. Recommend that probation be extended.

We recommend that the chapter see what it can do with its three new members — urge Ian to assign them to specific tasks or areas of responsibility. Having a Montana representative with no chapter is not a good solution.

### **Western Wash. Pro | Large | Late report**

### **William O. Douglas Pro | Small | 3 | On time**

**Areas of Achievement:** Some creative fundraising (bake sales). Good exposure sponsoring desert or BBQ for news organization gatherings. Nice work with the regional.

**Concern:** Membership, outreach, work on core missions. Overall programming is weak, relying primarily on newspaper-planned events and socials. Weak on mission except student support. Membership efforts seem passive at best.

## **REGION 11: Paul McAfee**

**Hawaii Pro | Small | 3 | On time**

**Areas of Achievement:** Thriving advocacy, watchdog and FOI initiatives. While this probably took away from programs, with the right member pitch, these initiatives could have been a big recruitment platform. Extensive FOI activity plus revival of Gridiron (with resulting internships) bring this chapter to 3x status. Membership pitches should be a part of every event — the contest and Gridiron are ideal opportunities.

**Concern:** Lack of programs. Lack of attention to membership.

Note: Recommend to the chapter that they hold programs to discuss their advocacy efforts and use these as venues to recruit new members.

**Action:** Follow up on chapter's request regarding sports events that demand photographers sign over all rights.

**Las Vegas Pro | Small | Late report**

Probation.

**Los Angeles Pro | Large | Late report**

[Ranking: 4, degraded to 3 due to Late report

**Areas of Achievement:** Managed to put on outstanding local programming plus regional. Fascinating idea to hold a program solely in Spanish. How did that work out?

**Concern:** Scholarship program will need more attention on outreach next year. Leadership continuity and succession. A strong committee structure is necessary for a chapter of this size and activity.

**Northern California Pro | Large | 3 | On time**

**Areas of Achievement:** Great programming and diversity outreach (holiday party) and partnerships.

**Concern:** Big drop in membership. No regional representation. Chapter needs to adapt to lots of job losses, change in the way journalists do their work.

**San Diego Pro | Large | 4 | On time**

**Areas of Achievement:** Excellent programming in all of SPJ's mission areas, especially liked the holiday event that enabled the chapter to make connections with UNITY member groups, CCNMA and NLGJA. Multiple communications tools, especially posting audio of events on the Web. Informative newsletter. Good use of holiday party and expansion of Website into audio.

**Concern:** Membership doesn't seem to be a priority.

**Southern Calif. Inland Pro | Small | 2 | On time**

**Areas of Achievement:** Contest, improving Web communications. Revamping the contest to adjust to the realities of the marketplace; partnering with CCNMA and CMPA for outreach through their Websites. Could use partnerships to improve programming; should improve outreach to journalists outside of SPJ. Consider involving ethnic media and academics.

**Concern:** Very few programs or professional development opportunities. Chapter should be encouraged to seek leader involvement beyond the board.

**Valley of the Sun Pro | Large | 4 | On time**

**Areas of Achievement:** Great focus on membership goals. Interesting mix of programs that deal with both the practical and the inspiring. Commendable membership outreach and support of Southern Arizona chapter.

Note: Chapter could parlay its success into more student support through mentoring or other projects.

**REGION 12: Clint Brewer****Arkansas Pro | Small | 4 | On time**

**Areas of Achievement:** Good programming. Strong FOI activity; programming in all SPJ mission areas except diversity. Demonstrated commitment to student-related activities. Good efforts to expand membership.

**Concern:** Lack of outreach to broadcast and new media members. Chapter investment sheets indicate it has money to embark on outreach and to invest more into membership drives. Self-identified problems

with building new leadership and involving younger professionals.

**Action:** Consider involving more broadcasters in programs, especially the one in which citizens pick the lead stories. Suggest recruiting one-two young people to board; engaging broadcasters through committees and panels.

#### **East Tenn. Pro | Small | 4 | On time**

**Areas of Achievement:** Good programming that includes print and broadcast components. Nice mix of programs and events; strong efforts to support students through scholarships and reaction to censorship. Good follow up in that area. Chapter evaluation a great idea. Great idea to include Spanish-language tips on web site. Excellent newsletter.

**Concern:** Membership, nominal dues. Need help getting national-only members to sign up and become active. Chapter activity seems completely board-driven — risk of burnout without more member-level support.

**Action:** Because the chapter doesn't charge dues, can these members in the immediate area be designated to the chapter — at least initially?

#### **Greater Tri-Cities | Small | 1 | On time**

**Areas of Achievement:** Nice job getting contest up and running. Good exposure for chapter and SPJ. Good job seeking input from other SPJ leaders. Legislative chat offers a great way to promote FOI and ethics in an ongoing forum.

**Concern:** Need to convert those contest entrants and honorees into members. With so much focus on a single activity, recruitment and attention to core missions could suffer. Contest winners are nearly all from one publication. This is discouraging to potential entrants, so consider adjusting outreach and categories to open up the contest to broader competition. Programming in broadcast and more generally is thin. Changes in both these areas might draw more members.

#### **Mid-South Pro | Small | Late report**

Chapter doctors did not see the report and recommended action be taken. Clint reports that the chapter has reorganized and has a standing board for the first time in years. The chapter hosted the Regional Conference and was the location for the Executive Committee meeting.

**Action:** This chapter is on the right track, but in need of attention to keep up the momentum.

#### **Mid-Tenn. Pro | Small | Late report**

Maintained scholarship and plan to revive Gridiron. One program. Serious rebuilding to be done. Board elections could have been held, despite lack of programming. Clint reports that he is working directly with members to reorganize.

**Action:** Recommend probation (Clint disputes this).

#### **NW Arkansas Pro | Small | 4 | On time**

**Areas of Achievement:** Excellent range of programming, especially focused on diversity. Good exposure with Gridiron. Solid mentor program, ethics contest and participation in Lemke Journalism Project, plus scholarships. Outreach to Spanish-language media is admirable.

**Concern:** Emphasis on Gridiron threatens to take away from professional development programs and member recruitments. Website navigation and communication with national regarding chapter needs seems a problem.

**Action:** Resolve Katherine Shields' access issues, dual leadership role.