

**MINUTES
MEETING OF THE BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
AUGUST 27, 2013
ANAHEIM, CALIF.**

MEETING CALLED TO ORDER

With President Dave Cuillier presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:04 a.m. on Tuesday, August 27, 2013, at the Anaheim Marriott, in conjunction with the Society's annual Excellence in Journalism conference.

In addition to Albarado, the following were present: President-Elect Dana Neuts; Immediate Past President Sonny Albarado; Secretary-Treasurer Paul Fletcher; Vice President for Campus Chapter Affairs Sue Kopen Katcef; Directors at-Large Bill McCloskey and Carl Corry, Campus Advisers at-Large Kym Fox and Becky Tallent; Regional Directors Rebecca Baker, Andy Schotz, Michael Koretzky, Patti Newberry-Gallagher, Susan Stevens, David Sheets, Eddy Gallagher, Don Meyers, Pia Hallenberg and Tony Hernandez.

Staff members present for the meeting were Executive Director Joe Skeel and Chapter Coordinator Tara Puckey.

WELCOME AND INTRODUCTION

President Cuillier welcomed new board members to the meeting and expressed excitement for the year to come. He thanked Past President Sonny Albarado for all his time and energy. Cuillier gave a brief overview of how he likes to run meetings and asked all board members to introduce themselves.

EXECUTIVE COMMITTEE ELECTIONS

Upon proper motion and second by Neuts and Corry, respectively, the board elected Bill McCloskey to the SPJ Executive Committee.

Upon proper motion and second by Koretzky and Stevens, respectively, the board elected Don Meyers to the SPJ Executive Committee.

APPOINTMENTS TO SIGMA DELTA CHI FOUNDATION BOARD

Cuillier appointed the members of SPJ's finance committee to the SDX Foundation board: Cuillier, Albarado, Neuts, Fletcher, Kopen Katcef, McCloskey and Hernandez.

RATIFICATION OF THE SDX FOUNDATION BOARD ELECTIONS

SDX Foundation President Robert Leger read the new officers elected and current board members appointed for another three year term to the Sigma Delta Chi Foundation.

President: Robert Leger

Vice President: Irwin Gratz

Secretary: Jane Kirtley

Treasurer: Howard Dubin

Board members appointed for another three year term are Dave Carlson, Al Cross, Steve Geimann, Russ Pulliam, Dave Aeikens and John Ensslin.

Upon proper motion and second by McCloskey and Meyers, respectively, the board ratified the SDX Foundation board members.

COMMITTEE APPOINTMENTS

Cuillier read a list of committees and their chair persons.

Awards Committee: Andrew Seaman

Digital Media Committee: having conversations about moving to a community structure

Diversity Committee: Sandra Gonzalez
Ethics Committee: Kevin Smith
Freedom of Information Committee: Linda Petersen
Freelance Community: Michael Fitzgerald
Gen J Committee: Victoria Reitano
International Committee: Cuillier instructed them to provide specific goals
Journalism Education Committee: Becky Tallent
Legal Defense Fund: Hagit Limor
Resolutions Committee: TBA
Nominations Committee: Sonny Albarado
Communications Task Force: Brian Eckert
Membership Committee: TBA
Professional Development Committee: TBA

Gallagher inquired about the Ethics Committee's work on updating the Code of Ethics and if they would have information for the board at the April meeting. Cuillier explained that the committee would have a report, but wasn't sure how completely it would be as the group will be conducting surveys and holding discussions at many regional conferences, which will probably take place after the April board meeting.

FINANCE COMMITTEE APPOINTMENTS

Upon proper motion and second by Meyers and Fox, respectively, the board approved the nominations of Bill McCloskey and Tony Hernandez to serve on the SPJ Finance Committee.

BOARD ORIENTATION AND LEGAL UPDATE

Laurie Babinski reviewed the requirements for board members and their legal and fiduciary responsibilities.

Schotz asked about recording how each board member votes on a particular issue. Skeel explained that though it is possible, SPJ has historically not kept such records in the past.

Upon proper motion and second by Baker and Schotz, respectively, the board approved that future roll call votes of the SPJ board be recorded in the minutes of board meetings, listing each person and how they voted.

SPJ NAME CHANGE

Cuillier talked briefly about creating a task force to discuss changing SPJ's name to Society for Professional Journalism, as instructed by the delegates at the Closing Business Meeting on Monday, August 26. Koretzky, who proposed the resolution, asked that Cuillier allow a few minutes of discussion with the board and asked that members give a sense of their opinion.

Several board members volunteered to serve on the task force, including Sheets, who expressed interest because of his freelance connections and the relevance to the topic. Gallagher asked for additional information and wondered about the significant cost the name change might impose on many chapters.

Other members of the board spoke quickly on their opinion of the name change and Cuillier asked guests in the room, including Steve Geimann, to give their opinions. Neuts and Baker spoke out about the need to share information about the name change, and other things SPJ is doing, with not only members, but the public.

Meyers urged the group to be in a "fact finding state of mind," and Cuillier said he will put together a task force in the coming weeks to further discuss the options.

REVISITING TRANSPARENCY

Schotz asked that the board revisit the policy that was passed previously about transparency. He questioned why board meetings were not broadcast for the membership and why meeting materials and information was not readily available on the website. There was some discussion about how the board

should proceed.

Koretzky asked that Schotz put specific actions on paper for the board to discuss in April.

THE EIJ NEWS

Fletcher expressed his concern about not having a print product at EIJ and that he would be in favor of bringing it back. Skeel explained some of the rationale behind moving away from the printed product and noted that metrics from the EIJ News site were not yet available.

Fox pointed out different ways to continue to promote the current format and Hallenberg agreed that the product needs to be more visible. Cuillier asked Skeel to provide metrics and additional information for the board to discuss the project in April.

MOBILE TASK FORCE

Stevens spoke about coordinating a mobile task force to send into a city with massive layoffs, which would include a mental health professional, a financial planner and a career adviser. Cuillier urged her to submit a grant proposal to the SDX Foundation and Leger advised her that submitting the grant to the SPJ Executive Committee first in January would be best.

THANKS TO ALBARADO

Cuillier thanked Albarado for his presidency and Albarado was presented with gift cards to thank him for his service.

ADJOURNMENT

Upon proper motion and second by Theisen and Ensslin, respectively, the meeting was adjourned at 10:59 a.m.