

**MINUTES
BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 27, 2014
SKYLINE CLUB
INDIANAPOLIS, IND.**

MEETING CALLED TO ORDER

With President Robert Leger presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 8:35 a.m. Sunday, April 27 at the Skyline Club in Indianapolis.

ROLL CALL

In addition to Leger, the following board members were present: Vice President Irwin Gratz; Secretary Jane Kirtley; Treasurer Howard Dubin; Directors Dave Aeikens, Sonny Albarado, Fred Brown, Al Cross, David Cuillier, John Ensslin (virtually), Jay Evensen, Paul Fletcher, Steve Geimann, Todd Gillman, Tony Hernandez, Bill Ketter, Sue Kopen Katcef, Al Leeds, Hagit Limor, Bill McCloskey, Gordon “Mac” McKerral, Dana Neuts and Sue Porter.

Staff members present included Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

ANNOUNCEMENT

Leger asked for a moment of silence in memory of former board member Ken Bunting.

MINUTES

Upon proper motion and second by Aeikens and Brown, respectively, the board approved the meeting minutes from the January 15, 2014 executive committee meeting and the August 25, 2013 board meeting.

TREASURER’S REPORT

Treasurer Dubin indicated that as long the market is up, the Foundation’s investments are up. The Foundation had \$500,000 in long-term equity gains.

PASS-THROUGH CONTRIBUTIONS

The list below represents pass-through contributions that have occurred during the current fiscal year. These pass-through contributions are allowed under IRS rules because they fall in line with the Foundation’s charitable purpose: Education and recognizing journalism excellence.

Scripps Howard Foundation to SPJ for EIJ14	\$5,000
Scripps Howard Foundation to SPJ for Scripps Leadership Institute	\$50,000
Gannett Foundation to SPJ for JournCamp	\$10,000
Ethics & Excellence in Journalism for Region 8 Conference	\$2,500

Sue Porter to SPJ for SDX Awards Banquet support \$500

Upon proper motion and second by McKerral and Geimann, respectively, the board approved the pass-through contributions outlined above.

GRANTS COMMITTEE

The Grants Committee recommends that the Foundation fund the following grant requests:

SPJ Training Place.....	\$191,585
SPJ 2013 Convention Education.....	\$85,000
SPJ Mark of Excellence Awards support.....	\$27,201
SPJ Diversity Leadership Program.....	\$8,510
Zombie Stories (M Koretzky).....	\$2,000
Student Press Law Center.....	\$6,000
Reporters Committee for Freedom of the Press.....	\$5,000
Center for Integration & Improvement in Journalism.....	\$3,500
Total grants awarded.....	\$328,796

Upon proper motion and second by Gillman and Geimann, respectively, the board approved funding the grants listed above.

GRANTS COMMITTEE: FOI/FIRST AMENDMENT FUNDING

Many state and regional FOI groups are looking for alternative funding sources since the funding from NFOIC is not as available as it was in the past. As a result, it is the feeling of some board members that the SDX Foundation may see more requests from state and regional groups. In the past, the SDX Foundation rarely funded these requests. However, with this shift, board members are questioning if the SDX Foundation board should develop guidelines to handle future requests.

Upon proper motion and second by Kirtley and Aeikens, respectively, the board approved the development of a policy or guidelines for state and regional FOI/First Amendment group requests for the board to review at the September board meeting.

After this discussion, the board then discussed two more grant requests. These requests came from the Colorado Freedom of Information Coalition and the New England First Amendment Coalition.

Upon proper motion and second by Geimann and Albarado, respectively, the board approved \$5,000 to the Colorado Freedom of Information Coalition. Fred Brown abstained from voting.

Upon proper motion and second by Ketter and Limor, respectively, the board approved \$5,000 to the New England First Amendment Coalition.

GRANTS COMMITTEE: GRANT FROM SPJ FOR ETHICS CODE REVISION TASK FORCE IN-PERSON MEETING

The Grants committee considered a grant from SPJ to fund travel expenses for the members of the Ethics Code revision task force to meet in-person to finish hashing out the work they have been doing online and over the phone throughout the last six months. The intent would be to have a completed draft for the board and the membership to review prior to the national conference.

The Grants committee did not make a decision regarding the grant request, but instead chose to bring it to the board for discussion and a decision.

Discussion centered on whether or not it was the role of the foundation to fund such a meeting.

The motion to approve the SPJ grant request to fund an in-person meeting for the Ethics Code revision task force failed.

FISCAL YEAR 2015 BUDGET

Executive Director Skeel answered questions about the proposed budget. Skeel then shared some highlights, noting that the presented budget was approved by the Foundation finance committee.

Upon proper motion and second by Dubin and Aeikens, respectively, the board approved the Fiscal Year 2015 budget.

EXPLANATION OF FINANCES

Skeel provided an overview, via a PowerPoint presentation, about how the finances work and why the foundation is selling some assets.

Appendix A – Finance PowerPoint

PULLIAM FIRST AMENDMENT AWARD CRITERIA

McKerral explained that after reviewing last year's entries, the committee felt the award criteria needed to be reviewed because of the range of entries. However, Russ Pulliam indicated that entries from news media outlets that aggressively cover important public issues best mirror the original intent behind the endowment. As a result, the criteria will not be revised.

The committee is interested in developing a student/student media award. McKerral shared some initial recommendations with the board and will come back with something more developed for the next board meeting.

EDUCATIONAL PROGRAMMING

What if the SDX Foundation took ownership of SPJ's educational programs? Instead of passively approving grants, what if the foundation actively oversaw programming? What if SPJ could spend more of its time and effort in the advocacy arena?

These questions, and many others, are being entertained by both the SPJ board and the foundation board. The SPJ board discussed it during its meeting the day before the foundation board meeting, and the Society is in favor of exploring the idea with the foundation.

The next step is for the foundation board (the governance committee) to determine if there are any bylaws changes that would come along with this shift. They will look into this before the fall board meeting. In addition, as board members have questions and thoughts about this shift, Leger encouraged them to contact him.

Appendix B – Leger memo – Educational Programming

SPJ PRESIDENT’S REPORT

SPJ President Cuillier shared an update from SPJ’s board of directors’ meeting, which took place the previous day. The committee revising the ethics code is still going strong and they hope to have a draft for the delegates at EIJ14. The advocacy fund concept continues to move forward. The task force charged with exploring the idea of changing SPJ’s name to the Society for Professional Journalism has made a recommendation that the organization not change its name, but instead make itself more attractive to the next generation of journalists. As a result, the task force is now taking on the job of developing ideas on ways to make SPJ more attractive. SPJ has created a new staff position – communications strategist. Interviewing and hiring will commence immediately.

SDX FOUNDATION PRESIDENT’S REPORT

Leger provided an update on the history book. Marion Street Press plans to have a manuscript for review by June 1 and is aiming to have the book available at EIJ14.

He also provided an update on the Pulliam Editorial Fellowships projects. The 2012 recipient, Philadelphia Daily News editorial page editor Sandy Shea, expects to have published her work on poverty and its causes by the time this meeting occurs. We will link to her work from our website.

The 2013 recipient, Hugh Bailey of the Connecticut Post, has taken his leave of absence to research how communities are reclaiming abandoned industrial sites. We await an update from him.

PROJECTS COMMITTEE

Committee chairman Todd Gillman provided an update on the projects that the Foundation funded as of the August 2013 board meeting:

- For Journalism
 - Some funding was used to record material for a Hardware for Journalism course that will show journalists how to build sensors and work with sensor data such as air quality and soil moisture. The money helped with some travel costs which meant that FJ could make

the course free and open to the public. In addition, For Journalism built a training search engine.

- SPJ Investigative Reporting Summit with IRE
 - The first of the three workshops was held by the time this meeting took place. A report about all three workshops will be provided for the September board meeting.
- Photographers' rights workshop with NPPA
 - At the time of this meeting, two programs had been held so far. Reports are that both were very successful. A report of all workshops will be provided for the September board meeting.

BOARD MEMBER TERMS

Terms for the following board members will expire in September 2014:

- Fred Brown
- Jay Evensen
- Jane Kirtley
- Dori Maynard
- Mac McKerral
- Sally Lehrman
- Sue Porter
- Kevin Smith

EXCELLENCE IN JOURNALISM CONFERENCE UPDATES

The board was reminded that the Excellence in Journalism 2014 conference is in Nashville, Sept 4-6. The 2015 conference will be in Orlando, in partnership with NAHJ, Sept 18-20. The 2016 conference will take place in New Orleans Sept 18-20.

NEW BUSINESS

SDX AWARDS PROGRAM

Board member Bill Ketter shared his concerns about the circulation numbers for some categories and about the transparency of the identities of SPJ's judges.

Some members of the SDX Foundation board also happen to sit on the SPJ awards committee and these members indicated that the awards committee is tackling these concerns.

ADJOURNMENT

Upon proper motion and second by Geimann and Fletcher, respectively, the board voted to adjourn the meeting at 11:20 a.m.