

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 22, 2017
NCAA HEADQUARTERS, INDIANAPOLIS

With President Robert Leger presiding, the meeting was called to order at 9:06 a.m. ET on Saturday, April 22, 2017 at the NCAA Headquarters in Indianapolis, Ind.

In addition to Leger, the following were present: Vice president Irwin Gratz; Treasurer Howard Dubin; Secretary Hagit Limor; Directors Sonny Albarado, Rebecca Baker, Fred Brown, Jay Evensen, Paul Fletcher, Patti Gallagher Newberry, Todd Gillman, Kelly Hawes, Evelyn Hsu, Alex Jones, Bill Ketter, Jane Kirtley, Sue Kopen Katcef, Al Leeds, Sally Lehrman, Bill McCloskey, Mac McKerral, Kevin Smith, Alex Tarquinio and Lynn Walsh.

Staff members present for the meeting were Executive Director Joe Skeel, Associate Executive Directors Chris Vachon and Tara Puckey, and Fundraising Coordinator Katie Hunt.

Guests included SPJ board members Michael Koretzky, Andy Schotz and Dr. Battinto Batts, Jr.

MINUTES

Upon proper motion by McCloskey and second by Gillman, the board approved the board meeting minutes from the Sept. 19, 2016 and executive committee meeting minutes from Jan. 11, 2017.

NEW BOARD MEMBER ELECTION

Upon proper motion by Limor and second by Dubin, the board approved the addition of new board member, Dr. Battinto Batts, Jr. Batts is the Director of the Journalism Fund at the E.W. Scripps Company.

SDX FOUNDATION PRESIDENT'S REPORT

Leger gave a brief overview of conversations surrounding SDX and a partnership or purchase of MediaShift, noting that the organization has decided to pass on the opportunity at this time. He also provided an update on the "Dr. J" position, sharing that the idea is continuing to be developed. Leger remarked that SDX is in a good financial position and that fundraising efforts are on track.

SPJ PRESIDENT'S REPORT

Walsh shared information about communications-focused strategic meeting that took place in January in San Diego, including that a committee has been established and that the organization plans to focus on building influencers. She also provided information about SPJ's Ethics Week campaigns that include a dedicated landing page and space on a Times Square electronic billboard. Lastly, Walsh outlined how SPJ has participated in Reporters Committee for Freedom of the Press meetings in Washington with 40 to 50 other organizations.

STAFF REPORT

Vachon gave an overview of the Day of Giving initiative and encouraged board members to donate to the SDX Board Challenge, an engagement tool to help encourage other donations in an effort to match funds.

Upon proper motion by Smith and second by Hawes, the board voted to enter executive session at 9:18 a.m. for purposes of staffing updates.

Upon proper motion by Gratz and second by McKerral, the board voted to leave executive session at 10:07 a.m.

TREASURER'S REPORT

Dubin and Skeel discussed the spending policy and provided background information for new board members. The Foundation spending policy says it will liquidate up to 4.5% of its assets to fulfill budget obligations.

BUDGET

Skeel gave a brief overview of the proposed budget for FY ending July 31, 2018. Dubin recommended the board approve and pass the proposed budget.

Upon proper motion by Dubin and second by Hawes, the board voted to adopt the budget as proposed.

GRANTS COMMITTEE REPORT

McKerral explained that the committee had lengthy discussions about not being the sole funders of any one program, but instead encouraging organizations to work together. Leger inquired about how effective it is to provide partial funding to grant requests, with some of the group echoing his concerns that the requestor may not be able to afford to have the program at all. Irwin asked questions about the reporting process tied to grants and Vachon explained more of the process, sharing that she can make grant recaps available to the board at any time. Hawes encouraged the group to trust the committee's recommendations. Ketter noted that he did not feel the group should sponsor conferences.

Upon proper motion by Hawes and second by Albarado, the board approved the following grants, with Brown abstaining from the Colorado grant specifically:

SPJ National Conference Education, \$35,000

Provides support for educational programming at the 2017 SPJ National Conference.

SPJ Loan-A-Drone Program, \$1,000

The SPJ Florida chapter will send a drone journalist/pilot and a high-tech drone for hands-on training. Participants will learn the laws as well as best flight practices.

SPJ Muslimmedia, \$1,000

The SPJ Florida chapter is offering help and money to groups who want to host a program about the way journalists cover the Muslim community. During this program journalists and Muslim

leaders will teach each other how they approach these topics — and maybe both groups will learn something new.

National Press Photographers Association (NPPA), \$5,000

Provides support for the Right to Photograph & Record in Public program which presents training to law enforcement officers, first responders, citizens and journalists to foster a better understanding of their rights and responsibilities and ultimately gain greater respect for the roles that everyone plays as pertains to newsgathering and law enforcement.

National Press Photographers Association (NPPA), \$2,500

Provides support for the development of newsroom standards for the use of drones in newsgathering.

Colorado Freedom of Information Coalition (CFOIC), \$2,000

Provides support for the organization's blog and news feed.

New England First Amendment Coalition (NEFAC), \$2,500

Provides support for the New England First Amendment Institute.

National Freedom of Information Coalition (NFOIC), \$2,500

Provides support for the NFOIC Summit.

Asian American Journalists Association (AAJA), \$3,500

Provides support for JCamp 2017, a journalism training program for high school students.

Native American Journalists Association (NAJA), \$5,000

Provides support for the development of a code of ethics guide for how to conduct news coverage of the Native American community.

PASS THROUGH CONTRIBUTIONS

One pass-through contribution was brought to the board's attention.

As explained in Vachon's memo to the board, a pass-through contribution occurs when a person or organization writes a check to the Foundation with the specific intent that it be used by SPJ national or an SPJ chapter. People and organizations do this in situations where they can only contribute to a 501(c)(3) or they are looking for a tax deduction.

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.

Upon proper motion by Brown and second by Smith, the board approved the following pass-through contribution:

- **\$30,000: Knight Foundation pass-through for EIJ16 sponsorship**

PUBLICATIONS COMMITTEE REPORT

Brown shared information about results from a survey about Quill that was distributed during EIJ16, noting that there is significant support to continue printing the magazine. The group had some suggestions to reach more members – from calling, to follow-up emails to more conversations at EIJ. Skeel and staff provided some background information on the change for student members from print edition to digital edition, explaining that their frequent address changes made it a financial loss in terms of mailing the magazine. Additional suggestions were made, from smaller frequency to smaller magazine, but the group will continue their work over the coming months.

An update was given by Brown and staff on the history book in progress by Marion Street Press. Without word or any produced work, the group discussed beginning again with another publisher, and requesting funds already paid to Marion Street Press to be returned.

Upon proper motion by Brown and second by Limor, the board voted to begin anew with another publisher pending legal review.

Walsh suggested that the group repurpose the content of the Ethics book into something that is not a book, which would cost less and be more accessible to everyone. The group had a short discussion about making PDFs available for teaching materials and everyone agreed this would be a good practice to continue.

PROGRAMMING COMMITTEE

Limor gave a quick update on the funding streams explored thus far for the “Dr. J” position, and the committee’s discussions around centering the position around fake news and targeting the public vs. journalists. Gallagher emphasized that the position, and efforts surrounding it, should be highly focused and unique. McKerral wanted to make sure there was discussion about using the word fake news, as he believes it is a shiny object, and suggested the group focus more on the attack on the value of journalism. Leger and others had a short discussion about cooperating more with SPJ on committees and working to strategically align priorities moving forward.

NEW BUSINESS

The group reviewed board members whose terms are expiring at the conclusion of EIJ17, including Albarado, Brown, Evensen, Hawes, Kirtley, McKerral, Lehrman and Smith. Albarado was appointed to the nominations committee.

Schotz presented First Amendment T-shirts to the board and informally inquired about funding, believing that it might be of interest to both SPJ and SDX. Schotz will talk to the SPJ board later in the day and will return to the Foundation for funding if needed.

ADJOURNMENT

Upon proper motion by Irwin and second by Brown, the meeting adjourned at 11:48 a.m. on Saturday, April 22.