

**MINUTES
BOARD OF DIRECTORS
SOCIETY OF PROFESSIONAL JOURNALISTS
JULY 21, 2018
ZOOM CALL**

MEETING CALLED TO ORDER

The meeting of the Board of Directors of the Society of Professional Journalists was called to order at 2:04 p.m. on Saturday, July 21, 2018, via Zoom call.

Those present were: President Rebecca Baker; President-elect Alex Tarquinio; Secretary-Treasurer Patti Newberry; Vice President of Campus Chapter Affairs Sue Kopen Katcef; Director At-Large Lauren Bartlett; Campus Representative Hayley Harding; Campus Adviser At-Large Leticia Steffen; Region 1 Director Jane Primerano; Region 2 Director Andy Schotz; Region 3 Director Michael Koretzky; Region 5 Director Michele Day; Region 6 Director Joe Radske; Region 9 Director Ed Otte; Region 10 Director Donald Meyers; and Region 11 Director Matt Hall.

Staff members present for the meeting were Executive Director Alison Bethel McKenzie and Director of Communications and Marketing Jennifer Royer.

BUDGET

Bethel McKenzie said the biggest change in the fiscal year 2019 budget is that we have lost some association management revenue because some organizations decided not to stay with us. She explained that the salary line is lower for all the new hires compared to fiscal year 2018, and the building and utilities costs have gone down slightly. Reviews of the contract with the downstairs tenant are being done and plans are in the works to be more aggressive in bringing in more money through programs and events.

Newberry asked that when budget information is forwarded to the board, that some lines are included that show the partners we anticipate having for EIJ20 and EIJ21.

EIJ18

Tarquinio updated the board regarding the big change is that there will now be a super session on Capital Gazette. She said Katcef and Schotz have been invaluable and have done the heavy lifting on that session. There was discussion about moving regional and board meetings so everyone can attend the super session. Tarquinio said it is a matter of scheduling and space, but they are doing their best at moving meetings so the most people can attend. Bethel McKenzie said so far there are 407 hotel room nights booked. That's down from last year, but part of that could be attributed to so many attendees living within driving distance to Baltimore. Marketing of the conference has been ramped up and personal emails have been sent to journalists, professors and students in the region.

JOURNALIST ON CALL

Bethel McKenzie said the Journalist on Call was one of the toughest hires of her entire career because there were so many great candidates. Rod Hicks starts the JOC position on Monday and will spend a

week at SPJ HQ and will speak at the Ted Scripps Leadership Institute. There will also be a staff gathering Thursday because HQ will be back at full staff with the start of the new membership manager. Hicks is also busy planning a town hall meeting the Tuesday before EIJ18 in Baltimore. He also went to Annapolis after the Capital Gazette shooting and met with several people, including Katcef and Schotz.

TED SCRIPPS LEADERSHIP INSTITUTE

Bartlett asked for more details regarding changes to the Scripps program. Bethel McKenzie said it is totally revamped and will focus more on student leaders studying journalism in their junior and senior year of college rather than training for chapter leaders. Bethel McKenzie met with Scripps on Monday in Cincinnati and discussed the changes.

FACEBOOK AND GOOGLE PARTNERSHIPS

Bethel McKenzie and Marilyn Garateix, SPJ's new director of programs, met with Facebook on Wednesday at the NAHJ conference in Miami. We have signed a contract for 40 trainings and have completed 21 so far. There are several different ideas in the works and we're looking to scale up the project early next year.

Chris Vachon, former SPJ associate executive director who has been working on our Google partnership, is coming to HQ this week to begin training Monica Williams, SPJ's new education manager, on the program. Williams will begin managing the program, which has been very successful, with a goal of holding at least one training in every state.

REGION 10 UPDATE

Bethel McKenzie said there is no update. She has reached out to some Region 10 leaders and asked for the police officers' names and phone numbers, but has not heard back. She assumes they are still conducting their investigation.

REGIONAL FUNDS

A vote to amend regional fund oversight was on the agenda. There was a note sent that explains security, but what it doesn't do is answer the question of liability, Bartlett said. She said the task force is researching the liability questions and the board could give a conditional vote now or table it until the September meeting.

OLD/NEW BUSINESS

Going back to Scripps, Baker said she received a lot of leadership training from SPJ and it proved invaluable. If we can't do that through Scripps, how can we do it? Koretzky said with the smaller board it makes sense to have a 2- or 3-person task force to work with Bethel McKenzie on finding new ways to train SPJ leaders. The board can share the workload. Hall and Primerano said they would be on the task force.

Baker thanked everyone for taking part of their Saturday for this meeting and asked everyone to give Bethel McKenzie a round of applause for the work she has done so far. She told Bethel McKenzie the

board is here to support her and help her, and asked that she doesn't hesitate to ask for the board's help if she needs it.

ADJOURNMENT

Upon proper motion by Bartlett and second by Meyers, the board voted unanimously to adjourn at 3:15 p.m. EDT Saturday, July 21.