

SPJ Sponsorship Policy
Submitted by SPJ Sponsorship Task Force on Jan. 27, 2020

The Society of Professional Journalists — at conventions and other events — will seek sponsors, partners, exhibitors and advertisers that are consistent with its mission to encourage the free practice of journalism, foster diversity and stimulate high standards of ethical behavior.

The goal of such arrangements will be to enhance, and not to tarnish, SPJ's credibility and image. As the nation's premier professional journalism organization, SPJ seeks to protect the First Amendment guarantees of freedom of speech and of the news media.

Sponsorships, partnerships, exhibitors and advertisers from both media and non-media entities will generally be accepted from individuals, corporations, foundations or other entities, with the following limitations:

- Any funds that violate federal, state or local laws, statutes or ordinances.
- Any funder and/or closely affiliated entity that promotes or supports acts against journalism, journalists or freedom of expression.
- Any funder and/or closely affiliated entity that does not properly investigate claims of discrimination or harassment involving the entity.
- Any funder and/or closely affiliated entity that actively and intentionally engages in disinformation or propaganda campaigns against journalism or journalists.

Sponsors, exhibitors and advertisers may propose program ideas but not panelists or speakers. No sponsor, exhibitor or advertiser shall provide speaking fees or cover expenses for participants. SPJ may choose, in certain circumstances, to fund in part or whole speaker fees or expenses. Ultimately, the SPJ board will assume responsibility for participants and topics.

SPJ's executive director will review each contract before it is accepted.

SPJ reserves the right to refuse any proposed sponsor, partner, exhibitor or advertiser for any reason.

This policy applies to national SPJ events, whether SPJ is a sole sponsor or a co-sponsor. Local and regional SPJ leaders will be encouraged but not required to apply it to their programs and conferences.