

**MINUTES  
SOCIETY OF PROFESSIONAL JOURNALISTS  
BOARD OF DIRECTORS MEETING  
NOVEMBER 15, 2006  
VIA CONFERENCE CALL**

**MEETING CALLED TO ORDER**

With President Christine Tatum presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 7:03 p.m. on Wednesday, November 15, 2006 via a telephonic conference call originating in Indianapolis, Indiana.

**ROLL CALL**

In addition to President Tatum, the following were present for all or a portion of the meeting: President-Elect Clint Brewer; Secretary-Treasurer Dave Aeikens; Vice President of Campus Chapter Affairs Mead Loop; Immediate Past President David Carlson; At-Large Directors Sally Lehrman and Molly McDonough; Campus Advisers At-Large Sue Kopen-Katcef and Neil Ralston; Student Representative Erin Smith; Regional Directors Carolyn James, Ann Augheron, Holly Fisher, Kevin Smith, Richard Roth, Gordon Govier, Ron Sylvester, Travis Poling, Deb Hurley, Nathan Isaacs, Paul McAfee and Sonny Albarado; and Executive Director Terrence G. Harper.

Also in attendance were Associate Executive Directors Chris Vachon and Julie Grimes; Quill Editor Joe Skeel; Ethics Committee Chairman Gary Hill; and past SPJ President and current SDX Foundation Secretary Irwin Gratz.

**CONFLICT OF INTEREST POLICY ADOPTED**

At the recommendation of the Society's auditors, the board of directors reviewed a proposed conflict of interest policy prepared by Harper. The proposed policy was reviewed and approved by the Society's legal counsel. There was no opposition to the proposed policy although Harper was asked to consult with legal counsel regarding a template that directors could use to help guide them in reporting potential conflicts.

**Upon proper motion and second by Loop and McDonough, respectively, the board of directors adopted a conflict of interest policy which is [attached to these minutes as Exhibit A. \[PDF\]](#)**

**SPEAKERS BUREAU AND MARKET WIRE MEDIA EDUCATION SERIES PROPOSALS**

McAfee recused himself from the discussion and vote on the Speakers Bureau and Market Wire Media Education Series proposals because one of the responsibilities of his job is to negotiate agreements with Market Wire's direct competitors.

**SPEAKERS BUREAU PROPOSAL APPROVED**

Brewer reviewed the Speakers Bureau proposal with the board. He explained that the Speakers Bureau could produce revenue for the Society while providing a vehicle for the Society to espouse its core missions to civic groups and the public.

**Upon proper motion and second by Albarado and Poling, respectively, the board approved the creation of a Speakers Bureau as [outlined in Exhibit B. \[PDF\]](#)**

The vote was 18 in favor and one — Kevin Smith — against.

**MARKET WIRE MEDIA EDUCATION SERIES PROPOSAL**

The board next reviewed the Market Wire Media Education Series proposal. Brewer explained that Market Wire was in essence becoming the first paying customer of the newly-approved Speakers Bureau. Lengthy discussion ensued on a number of elements of the proposal which is attached to these minutes as

Exhibit C. Concern was expressed about the exclusive nature of the arrangement with Market Wire; it was explained that the exclusivity pertained only to Market Wire's direct competitors through February 28, 2008. There also was concern expressed about entering into a business relationship with a business wire service. The prevailing sentiment was that SPJ was developing a new revenue stream and that the letter and spirit of the arrangement were in keeping with the Society's mission and values.

**Upon proper motion and second by Sylvester and Isaacs, respectively, the board approved the Market Wire Media Education Series [as outlined in Exhibit C. \[PDF\]](#)**

The vote was 15 in favor and four — Carlson, Lehrman, Aughterton and Kevin Smith — against.

### **MEETING ADJOURNED**

There being no further business to come before the board, Tatum declared the meeting adjourned at 8:20 p.m. on Wednesday, November 15, 2006.