

**MINUTES  
MEETING OF THE BOARD OF DIRECTORS  
SOCIETY OF PROFESSIONAL JOURNALISTS  
SEPTEMBER 23, 2012  
FORT LAUDERDALE, FLA.**

**MEETING CALLED TO ORDER**

With President Sonny Albarado presiding, the meeting of the board of directors of the Society of Professional Journalists was called to order at 9:09 a.m. on Sunday, September 23, 2012, at the Marriott Harbor Beach., in conjunction with the Society's annual convention at the Excellence in Journalism conference.

In addition to Albarado, the following were present: President-Elect David Cuillier; Immediate Past President John Ensslin; Secretary-Treasurer Dana Neuts; Vice President for Campus Chapter Affairs Neil Ralston; Director at-Large Bill McCloskey; Director at-Large Carl Corry, Campus Adviser at-Large Kym Fox; Student Representatives Mary Kenney and Meg Wagner; Regional Directors Rebecca Baker, Brian Eckert, Michael Koretzky, Patricia Gallagher Newberry, Sue Stevens, Amanda Theisen, David Sheets, Eddy Gallagher, Don Meyers and Terri Carnicelli.

Staff members present for the meeting were Executive Director Joe Skeel, Director of Events Heather Dunn and Chapter Coordinator Tara Puckey.

**WELCOME AND INTRODUCTION**

President Albarado welcomed new board members to the meeting.

**EXECUTIVE COMMITTEE ELECTIONS**

**Upon proper motion and second by Neuts and Meyers, respectively, the board elected Brian Eckert to the SPJ Executive Committee as a representative of the Regional Director caucus.**

**Upon proper motion and second by Eckert and Ensslin, respectively, the board elected Bill McCloskey to the SPJ Executive Committee as an at-large member.**

**APPOINTMENTS TO SIGMA DELTA CHI FOUNDATION BOARD**

Albarado appointed the members of SPJ's executive committee to the SDX Foundation board: Albarado, Ensslin, Cuillier, Neuts, Ralston, McCloskey and Eckart.

**RATIFICATION OF THE SDX FOUNDATION BOARD ELECTIONS**

Albarado read the new offices elected to the Sigma Delta Chi Foundation. Robert Leger became president, Irwin Gratz was elected Vice President and Jane Kirtley was elected as Secretary.

**Upon proper motion and second by Eckert and McCloskey, respectively, the board ratified the new elections to the SDX Foundation board.**

**COMMITTEE CHAIRPERSONS**

Albarado read a list of committees and their chair persons. Sue Kopen Katcef is the new chairperson of the Awards Committee and Michael Fitzgerald is the new chairperson of the Freelance Committee. All other committee chairs stayed the same. Albarado said he removed the Government Relations committee from the list of SPJ Committees.

## **FINANCE COMMITTEE APPOINTMENTS**

**Upon proper motion and second by Koretzky and Meyers, respectively, the board approved the nominations of Bill McCloskey and Brian Eckert to serve on the SPJ Finance Committee.**

## **DIVERSITY LEADERSHIP FELLOWS**

Rebecca Aguilar, Diversity Committee member, introduced the 2012 Diversity Leadership Fellows. Each gave a brief background and the goals of their involvement. Fellows in attendance were Malik Singleton, Britney Tabor and Tony Hernandez. The Fellows not able to attend the meeting were Nigel Duara, Sandra Gonzalez and Sherri Williams.

## **REGIONAL DIRECTOR APPOINTMENTS**

Dana Neuts brought up the fact that the Region 10 Director position was vacant since she had been elected to the Secretary-Treasurer position during the closing business session the day prior. She recommended Ian Marquand for the position.

Albarado brought up that Kelly Kissel had recently stepped down as Region 12 Director due to new job responsibilities and recommended Tony Hernandez to be the new Region 12 Director.

**Upon proper motion and second by Koretzky and McCloskey, respectively, the board approved the nominations of Ian Marquand (Region 10) and Tony Hernandez (Region 12) as new Regional Directors on the national board.**

## **THANKS TO ENSSLIN**

Michael Koretzky thanked John Ensslin for his presidency and Ensslin was presented with a crystal baseball and gift card to the Apple Store for his service.

## **SOCIAL MEDIA POLICY**

A discussion on SPJ's social media policy took place based on a recent issue with the Red & Black newspaper response. Koretzky recapped the issue and the RD discussion that happened prior to the board of directors meeting. Ensslin and Carnicelli spoke about the issue as well. Albarado said that he was not expecting a resolution during the meeting and had appointed a committee to looking into the social media policy issue. The regional director caucus asked that David Sheets be added to the committee and Dana Neuts also offered her service to the committee.

## **FINANCIAL MATTERS**

Albarado recognized Bill Bleyer from the Press Club of Long Island to speak from the gallery. Bleyer expanded on the financial issues that had taken place in his chapter earlier in the year and about the resolution that had been presented at the previous day's closing business session. He asked for a committee to be created to examine the issue of transparency with local chapter finances. Sue Stevens said transparency should go beyond just financials and extend to chapter meeting minutes. Teri Carnicelli mentioned how she presents financial reports as treasurer of her chapter. Albarado asked Carl Corry & Bill Bleyer to draft a recommendation of how they'd like to see chapter financial oversight done.

## **COMMITTEE CONFERENCE REGISTRATIONS**

The next point of new business was brought up by Don Meyers. He explained that it's hard for SPJ committee chairs to attend the conference because they have no financial backing from the organization. He recommended that each committee, having a meeting at the convention, be given one complimentary conference registration. It would cover the registration fee only. The committee chair (or designee) would

still be responsible for all of their travel and other costs.

There was discussion from board members on both sides of the issue. Skeel brought up that comp registrations impact the bottom line of the conference and we need to be aware of that since it also impacts our partner, RTDNA. After more discussion, Koretzky called the question and it was seconded by Carnicelli.

The motion that moved on to a vote is: All committees formally meeting at the convention will be given one complimentary registration for the committee chair, or a designee. The program has a one year sunset and will be reevaluated at the August 25, 2013 meeting in Anaheim.

**A voice vote was taken and the motion passed by a vote of 12 (yes) to 5 (no).**

## **RECLASSIFYING CHAPTER SIZE FOR AWARDS PURPOSES**

Brian Eckert made a motion that dealt with how SPJ classifies chapters by size for the purpose of chapter awards. "For the purpose of classifying chapters by size for awards, it should be based on the chapter's specific bylaws pertaining to what qualifies someone as a member." The motion was seconded by Koretzky. Eckert then moved to table the discussion until the spring and it was seconded by Stevens.

## **EXECUTIVE COMMITTEE BUSINESS**

Koretzky said that he'd like to be provided with information on the overall power of the executive committee at the April 2013 board meeting in Indianapolis.

The last item discussed was from Teri Carnicelli. She said she'd like the board to be provided with information on the executive director's evaluation pertaining to the goals set forth by the executive director and the executive committee as this will give the board an overall idea of what the executive director is being asked to do on behalf of the Society.

## **BOARD ORIENTATION AND LEGAL UPDATE**

Laurie Babinski reviewed the requirements for board members and their legal and fiduciary responsibilities. She also presented the annual report from Baker Hostetler as a handout to the board. A formal oral presentation of the legal update was not given.

## **CLOSING**

Albarado thanked the staff and volunteers for their work on the conference and said that he's excited for what his term holds as president of SPJ.

## **ADJOURNMENT**

**Upon proper motion and second by Theisen and Ensslin, respectively, the meeting was adjourned at 10:59 a.m.**