



**SOCIETY OF PROFESSIONAL JOURNALISTS®**

**SPJ STRATEGIC PLAN FRAMEWORK**



- The Society of Professional Journalists is the longest serving organization for journalists in the United States and has been a leader for journalism for over a century.
- In order to ensure that continues, SPJ commissioned a strategic planning task force to study and develop the future priorities for the organization, and the result is a clear and concise set of four identifying statements (pillars) and a number of strategies that will drive SPJ into its next era. This framework honors SPJ’s legacy, meets the present moment for our members, and casts compelling ideas for the future.
- Unlike most strategic plans that set forth goals for 5 years or more, SPJ recognizes that these turbulent times for journalism require much more adaptability. Thus, using the

- framework as the anchor, SPJ will instead build annual plans that are much more immediately responsive to the needs of our members and the industry.
- While it is a framework, it’s also a vision. It’s a bold delineation of the essence of the contemporary journalism organization. This strategic plan framework calls upon SPJ to be:
    - Champions for Journalists
    - Fighters for the First Amendment
    - Stewards of Ethical Journalism, and
    - Producers of Journalism’s Future



## WE ARE CHAMPIONS FOR JOURNALISTS

We recognize the achievements of journalists and best practices of media organizations through our **awards programs**.

We **educate journalists** on best practices, skills and new innovations.

We create **products and services** that help instill pride of vocation in journalists at all stages in their career.

We encourage news organizations to **build newsrooms that are diverse, equitable and inclusive** and make staff and management demographic data public on a regular basis.



## WE ARE FIGHTERS FOR THE FIRST AMENDMENT

We monitor and fight against efforts to violate the First Amendment and suppress free press through a **DC-based advocacy team**.

We defend journalists through **legal defense funds** and activate initiatives to protect the First Amendment through our **First Amendment Forever Fund**.

We increase public awareness and support of the **First Amendment** through **training and education**.



## WE ARE STEWARDS FOR ETHICAL JOURNALISM

We build public trust in the media and greater accountability in the profession via **an ethics response team, ethics hotline, and other programming**.

We promote and advance ethics through a continuously updated **Code of Ethics** that is the prime ethics code taught in Journalism schools and referenced in newsrooms.

As our Code of Ethics states, we encourage journalists to **boldly tell the story of the diversity and magnitude of the human experience**.



## WE ARE PRODUCERS OF JOURNALISM'S FUTURE

We proactively design initiatives that amplify **new and diverse voices** for both SPJ and journalism overall.

We provide examination, thought leadership and resources that support **a more sustainable future for journalism**.

We help prepare the next generation of journalists through our **student and young professional programs**.

We embrace, employ and educate journalists on **technology and innovation** to build journalism’s future.