

# **The Society of Professional Journalists**

**Board of Directors Meeting**

**April 13, 2019  
9 a.m. – 5 p.m. EST**

**Drury Inn and Suites  
Indianapolis**

*STREAMED LIVE AT [WWW.SPJ.ORG](http://WWW.SPJ.ORG)*



**Improving and Protecting Journalism Since 1909**

The Society of Professional Journalists is the nation's largest and most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry, works to inspire and educate the next generation of journalists, and protects First Amendment guarantees of freedom of speech and press.

**AGENDA**  
**SOCIETY OF PROFESSIONAL JOURNALISTS BOARD MEETING**  
**INDIANAPOLIS**  
**DATE: APRIL 13, 2019**  
**TIME: 9 a.m. – 5 p.m. Eastern**

1. Call to Order – *Tarquinio*

2. Roll Call – *Hall*

a. Tarquinio	g. Fox	m Radske
b. Gallagher Newberry	h. Hernandez	n. Reilley
c. Hall	i. Kissel	o. Savino
d. Kopen Katcef	j. Koretzky	p. Schotz
e. Bartlett	k. Kroll	q. South
f. Davila Richards	l. Meyers	r. Walker

3. SPJ President’s Report – *Tarquinio* **(Page 3)**

4. Foundation President’s Report – *Irwin Gratz* **(Page 6)**

5. Executive Director’s Report – *Alison Bethel McKenzie* **(Page 8)**

6. Nominations Committee Report – *Eddy Gallagher* **(Page 17)**

7. 110<sup>th</sup> Anniversary Task Force Report – *Walker* **(Page 18)**

8. Honoring Women in Journalism Task Force Report – *Kroll* **(Page 20)**

9. Long-term Strategic Planning Conversation – *Hernandez, Gallagher Newberry, Tarquinio* **(Page 21)**

**11:30 a.m. – 12:30 p.m. Lunch with the Foundation Board**

10. Approval of Feb. 2 Meeting Minutes – *Tarquinio* **(Page 23)**

11. Chapter Report – *Bethel McKenzie, Linda Hall* **(Page 33)**

12. Committee Reports – *Committee Chairs* **(Page 34)**

13. Board Policy Review Task Force Report – *Hall* **(Page 60)**

14. EIJ Planning Committee Report – *Gallagher Newberry, Bethel McKenzie, Larry Messing* **(Page 61)**

**1:30 – 1:45 p.m. Break (15 minutes)**

15. Future EIJ Site Selection – *Bethel McKenzie, Basharat Saleem (Page 62)*

16. Finance Committee Report – *Hall, Bethel McKenzie, Jake Koenig (Page 69)*

17. Public Comment Period

*(The public can make comments prior to the meeting at [www.spj.org/board-meeting.asp](http://www.spj.org/board-meeting.asp).)*

**2:50 – 3:10 p.m. Coffee Break (20 minutes)**

**Enter Executive Session:**

18. Legal Review – *Mark Bailen*

19. Executive Director Review – *Tarquinio, Gallagher Newberry*

**Exit Executive Session:**

20. Adjournment

###

**FROM:** J. Alex Tarquinio, SPJ President  
**TO:** SPJ national board of directors  
**RE:** Discussion at annual board meeting on Saturday, April 13



## **PRESIDENT'S REPORT**

Colleagues,

As we reach the midpoint in what is, in so many ways, a pivotal year for our Society, it is appropriate to pause and reflect on how we truly want the organization we all love to move forward.

The last year has been challenging for the staff, for the national board, and for many SPJ leaders across the country who look toward national for leadership. Given the sharp turnover in the staff immediately prior to this term, not to mention the shifting board structure as we transition to a smaller governance body, we began our mandate in a state of flux.

After facing some stiff headwinds, including questions from our most steadfast partners and dedicated volunteers, we have reached a place of relative calm. That is not to say we have entirely righted the ship, but we have brought her under control. New staff are now well on the way to better understanding their roles. This is a success considering how the exodus of former employees left no one to instruct new hires on their duties. We have recently renewed key partnerships, begun to forge new alliances, and put the Excellence in Journalism conference on a stronger footing by mutually agreeing to a sponsorship policy with our strategic partner, the Radio Television Digital News Association.

One of our greatest challenges has been membership turnover, which is obviously proving to be difficult for many journalism organizations given the economic and political strains on our profession. I have recently appointed a new national Membership Committee chair, and he is eager to work with members across the country. Your recommendations suggesting talented SPJ leaders within your regions would be most helpful. But a committee of volunteers, however hard working, cannot do it alone. They need the support of a cooperative headquarters and a clear, well-articulated vision detailing our way forward from the national board.

That's where you come in. We will be spending a significant portion of the morning of our full-day meeting in Indianapolis debating our key priorities for a new long-term strategic plan. This should involve a major rethink. At the beginning of this term, I set a priority to draft a long-term strategic planning framework for our final meeting in San Antonio. That is still our objective, and it will put the next board in a strong position to set long-term priorities for the Society.

Another of our key dilemmas continues to be the Society's relative lack of diversity. Indeed, I believe it is false thinking to view this as a separate challenge from that of membership. Clearly, our greatest effort here must focus on attracting and retaining a younger, more diverse

membership who will lead us into the 21<sup>st</sup> century. Without redoubling our efforts in this area, our Society will not be as relevant by the middle of this century as it was in the latter half of the 20<sup>th</sup> century, when we had many thousands of members and made a big noise in media and political circles.

The Society can regain its former glory, but only if we take steps now to make our organization more appealing to the youth of today. It should be noted here that the staff is now remarkably more diverse than it was a year ago, in part, because of the rapid turnover and the relatively small size of headquarters. Achieving a younger, more diverse membership will, by necessity, involve a slower evolution. To that end, we now have a new national Diversity Committee chair who has revamped our Diversity Fellows program, and a new Generation J Committee chair who has revived that dormant committee dedicated to younger members. Once we rebuild the Membership Committee, these three national committees should work hand-in-glove with each other to inspire our membership to remain involved and bring in their friends.

As many of you know, my campaign goals when I ran for this office focused on advocacy and partnerships. At the time, I said there was “strength in numbers,” and we are beginning to see the first signs of this on the horizon. As noted, we have brought in new association management clients, and our hope is that this will not only brighten the Society’s financial outlook but will also lead to more fruitful collaborations in the years ahead.

Advocacy has been a key focus of the first half of this term. We have issued statements defending press freedom, both locally and globally, on our own and in collaboration with other press freedom groups. These choices are often driven by the exigencies of the moment. For example, one of my first acts after the convention was to pen a letter to the White House demanding they push for an independent investigation into the murder of Saudi Arabian journalist and Washington Post columnist Jamal Khashoggi. We decided to write a White House letter in part to act rapidly in response to a horrible injustice, and in part because it would be more high profile than a typical press release on our website. We also joined in a joint statement that was ultimately signed by 45 press freedom groups calling for the same demand.

We have issued multiple advocacy statements in support of the reinstatement of Jim Acosta’s White House press pass, while condemning the repetitive series of arrests of Maria Ressa by the Philippines and the expulsions of journalists from Venezuela. We’ve objected to the excessive screening of journalists at the U.S. border and joined with the Native American Journalists Association in urging the reinstatement of the free press ordinance by the Muscogee (Creek) Nation. Our Legal Defense Fund has taken action on more than two dozen cases since the beginning of this term. As an aside, I continue to believe we can do a better job of promoting these LDF actions, an area where SPJ tends to hide its light. This is primarily a bandwidth issue for the communications staff, and I hope that once we hire and train a new intern, we will be able to raise the profile of some of our LDF advocacy.

Many SPJ leaders have tirelessly devoted themselves to making appearances, granting media interviews or lobbying. The Executive Director, Journalist on Call, our attorney, and national

committee chairs for Ethics, Freedom of Information and LDF have all dedicated time to this. We've been quoted in outlets as diverse as USA Today, Univision, Al Jazeera, Australia's ABC-TV, the Voice of America, the Jim Bohannon Show, Crain's, the Columbia Journalism Review, and the Committee to Protect Journalists website, among others. In terms of in-person advocacy, I recently made my third trip to Washington, D.C. since becoming President Elect in order to discuss legislation with Congressional offices. That was ahead of Sunshine Week, at which time we issued a statement in support of the Journalist Protection Act coordinated with the office of one of the bill's sponsors, Senator Richard Blumenthal (D-Conn.)

Finally, there are two special projects to which I've devoted a good deal of time. Those of you who were at our first board meeting, on Sept. 30, will remember an executive session discussion about a Reporters Without Borders (RSF) project that I planned to join. I can now say a bit more about that. I have been participating in RSF's Journalism Trust Initiative. There are, obviously, many projects now focused on trust in the media. I believe this to be unique because it is organized within the context of the European Committee for Standardization (CEN) and involves a rigorous work process to create guidelines for determining trustworthy news reporting, which ultimately, we hope will lead to better search results with higher emphasis on quality media outlets. I serve as a member of the drafting committee working on ethical guidelines, which is chaired by the founder of the London-based Ethical Journalism Network.

As you no doubt know by now, SPJ is putting together a media nonprofit summit later this month, thanks to a generous gift by Craig Newmark Philanthropies. It will be based along this year's United Nations World Press Freedom Day theme Media for Democracy: Journalism and Elections in Times of Disinformation. Media nonprofit leaders from around the country and from overseas will be gathering in New York to discuss the threat of disinformation as well as more traditional press freedom issues such as journalist safety and freedom of information. It is my fervent wish that this will lead to fruitful partnerships for future SPJ advocacy.

All of this is happening within the context of our Society's 110<sup>th</sup> anniversary. In 1909, ten young men gathered in an Indiana chapel to form a fraternity dedicated to journalism. Although the Society has evolved dramatically since then, and will no doubt do so in the future, we hope to be guided by the light of their youthful idealism and faith in the power of journalism.

I look forward to seeing you all in Indianapolis.

Alex

**To:** Society of Professional Journalists Foundation Directors  
**From:** Irwin Gratz, President  
**Re:** President's Report



**Date:** April 12, 2019

A belated Happy New Year to all. It has been a challenging few months for our colleagues who are managing the affairs of the Society. The change in executive directors triggered more staff turnover than we had hoped. However, I spent half-a-day with current staff at their retreat in late January and they seem eager to tackle the challenges they face. Perhaps the most serious is the sharp falloff in membership that's been underway for about a year.

However, most of the activities of the Society continue apace. The Foundation's major initiative, Journalist-on-Call, has moved into an exciting and much-anticipated phase with the launching of the public engagement project in Casper, Wyoming. Rod Hicks will provide an update, but the project has been well publicized and has already drawn some interest from at least one entity interested in supporting it financially.

We are also ready to produce an update of the Ethics book. We are going to arrange to make it available via on-line subscription and, make a limited press run as well. We have a new Quill editor who has a magazine publishing background. Lou Harry is quite eager to beef up our offerings on line, make the quarterly print publication as strong as it can be and do more outreach to find out what will make Quill relevant to its readership.

I joined our Pulliam Editorial Fellow, Carolyn Lumsden, at the Hartford Courant offices in October, where she was feted by the staff and management and received the big check. Our business being what it is, within a few months, she opted to take a buyout from the Courant, rather than continue as the sole editorial page editor and employee. The move actually gives her more freedom to pursue her fellowship work, which is about the mineral pyrrhotite, which causes concrete foundations to deteriorate rapidly. She's documented the problem in Connecticut, forcing action. She's now tracking pyrrhotite issues, and potential solutions, across Canada and in Ireland. And the Courant plans to continue publishing her work.

Executive Director Alison Bethel McKenzie has, as we had hoped, made some foundation contacts we hope will prove fruitful in the year ahead. In a few days, we'll have our third "Day of Giving," to which board members have already pledged some matching money. Thank you. We plan to use the matching funds to attract contributors who will sign up for monthly contributions to the Foundation. This is an increasingly popular way of giving and tends to yield longer-term contributors.

Our agenda for this meeting will include proposed changes to the Foundation by-laws. One will give the SPJ board more latitude in choosing its representatives to sit on our board as the SPJ board shrinks to just nine individuals come September. The other will follow the language the

society is adopting, affirming that our meetings are generally open and insure they are made available electronically to those who cannot join us in person.

As a reminder, we are meeting a day earlier than usual because it seemed to us that it made more sense for us to make money decisions affecting the Society before the Society board meets.

For the year ahead, we want to work with the new, smaller SPJ board on setting some strategic goals before the Society begins preparation of its next budget. That means we will do some priority-setting when we gather in September and have a small working group hammer out more specific goals and tasks during the fall so that staff will have them come January when they begin their budgeting process.

As always, thank you for the time and effort you put into the foundation.



**DATE:** April 12, 2019  
**FROM:** Alison Bethel McKenzie, Executive Director  
**FOR:** SPJ Board of Directors  
**RE:** Executive Director's Report



First of all, I want to thank each of you for your leadership during my first year on staff as Executive Director. While SPJ has faced a number of challenges during this time, you have been a solid source of advice and support for me on many occasions.

2018 was truly a year of transition for us – staffing changes, new clients and partners and a changing board structure. It's provided for a few struggles, but I truly believe we now have the team together to take SPJ to the next level. This team will accept nothing less than SPJ being the preeminent journalism membership organization in the country.

This year, as we celebrate our 110<sup>th</sup> anniversary, we are focused on celebrating our past while building a strong foundation for our next 110 years. Over the remaining 3 ½ months of our fiscal year, the staff remains focused on the following:

- Strategically targeting membership growth and retention.
- Delivering and maintaining a balanced budget to the board of SPJ and the members we serve.
- Aggressively recruiting advertisers, sponsors and donors who will provide significant support toward SPJ's bottom line.
- Continuing to build strong relationships with foundations and other funders that will allow us to enhance our programming and ensure it remains impactful for journalists.
- Recruiting additional journalism organizations for our association management services.
- Producing an Excellence in Journalism Conference and other training programs that participants will find valuable and informative.
- Providing a powerful voice for journalists in the halls of our government.
- Raising up and awarding high levels of ethics and excellence in journalism.
- Strengthening our relationships with partners – new and old.

Over the past year, we have diversified staff, increased our interaction with foundations by 100 percent, launched a capital improvement plan, reevaluated our website in preparation for an overhaul and restructured our Google and Scripps projects. We have also instituted new internal policies and procedures including establishing a safety committee.

I understand that, in hiring me, the board said they were ready to move SPJ forward to the next level. Mediocrity was not going to be tolerated. Doing things a certain way just because they've always been done a certain way was no longer going to be SPJ's strategic plan. You, the board of directors, have said you are ready to aggressively move forward and I can tell you that the staff of SPJ is ready to do the same.

We have exciting plans for the coming year, but much of the success of these plans will depend on continued support from the board of directors. Your efforts in helping us build our programming, open up new relationships and tell our story will be absolutely vital in seeing that SPJ is no resting giant, but a tall beacon pointing the way toward a free and independent press.

## MEMORANDUM

**DATE:** April 13, 2019

**FROM:** Rod Hicks, project manager, Journalist on Call

**FOR:** SPJ Board of Directors



### **Media Trust & Democracy: The Casper Project**

The Casper Project is an ambitious project that aims to get a deep understanding of why people distrust reputable news organizations. Journalism plays an important role in a democracy, so it's concerning when citizens don't trust the media's news coverage, particularly reporting that holds elected officials accountable for actions that can impact the public. A focus group of about two dozen residents of Casper, Wyoming, are meeting regularly over six months to discuss issues about the press that concern them. The project also will provide guidance for distinguishing news from other types of information and tips on how to identify biased and unfair reporting.

The project is being conducted in Casper, Wyoming, with residents from all walks of life who are asked to attend five discussions and presentations. Wyoming was chosen because the state has the highest level of media distrust in the country, according to Gallup. The project hopes to leave participants with a better understanding of how journalists do their jobs and better equipped to judge the credibility of news reports. It also hopes to gain insights from the discussions that could be useful in developing strategies for rebuilding trust.

Participants are very passionate about the issue and are enjoying the discussions, according to their evaluations. The first session was in February, and it encouraged participants to open up about why they distrust certain news organizations. The second session, in March, focused on the confusion over what's news, given that people are bombarded with so much information, particularly digitally, that masquerades as news. The next session, on May 7, will address bias in news stories. The final two sessions will allow participants to interact with journalists, some from local organizations and the others from national ones. They also will get a chance to tour local newspaper, TV and radio newsrooms.

Based upon the outcomes in Casper, SPJ may develop a template for organizations across the country to conduct similar projects on a smaller scale in their communities. For more information about the project, go to [www.spj.org/casperproject](http://www.spj.org/casperproject).

## MEMORANDUM

**DATE:** April 8, 2019  
**TO:** SPJ Board of Directors  
**FROM:** Caroline Escobar, Linda Hall, Larry Messing  
**RE:** Database conversion to Blackbaud



Recently, after extensive research, a committee of SPJ staff members selected Blackbaud as the new database for SPJ. As a follow up to a memo in November, you will find further information on our selection process and the factors that made Blackbaud the obvious choice.

### **Blackbaud at a glance:**

#### **Mission Statement / Core Value:**

Our Vision: A Better World

At Blackbaud, our vision is to power an ecosystem of good that builds a better world.

Blackbaud uses 3 key initiatives to work not only to advance social good but to strengthen social economy.

- Unleash the Power of Data
- Drive Radical Collaboration
- Catalyse Individual Impact

Blackbaud has solution-oriented services including but not limited to:

- Analytics
- Financial Management
- Fundraising and Relationship Management
- Grant and Award Management
- Marketing and Engagement
- Organizational and Program Management
- Payment Services
- Social Responsibility

As you can see, this one company touches almost every aspect of the individual departments that make up the overall internal HQ staff needs at SPJ: Membership, Fundraising/Donors, Marketing/Communications, Financial, Awards/Grants and overall management.

### **Supporting facts for the decision to move forward with securing Blackbaud as SPJ's new database:**

- They have a customer base of roughly 40,000 customers, including: Environment Defense Fund, American Diabetes Association and KLRU, a PBS affiliate in Austin, TX. All of these are highly successful organizations.
- Real-time customer and staff support with unlimited training and comprehensive plans and procedures built out for individual client needs.

- Minimizing the gross waste of staff time being spent doing data entry due to using an antiquated system that can no longer serve the demands of the society.
- Enhancing the member experience, creating a more seamless system for joining, renewing, collaborating and networking within the society.
- Creating a more effective and efficient method of collecting data to drive fundraising and campaign efforts from a foundation standpoint.
- Enhancing the internal staff and member experience for conference registration and overall on-site strategies for EIJ.
- Data accuracy and ease of reporting. Data is collected in real-time using a database designed to store and archive important information. All departments of SPJ that rely on a database to provide relevant information such as budgeting, revenue, growth, membership, etc., will be able to have that since Blackbaud will be able to provide that data with ease, accuracy and efficiency. Not forgetting the 24/7 access to support, also in real-time.

#### What IMIS lacks:

- It does not provide tools for donor cultivation and growth, nor does it have the ability to store prospective donor notes in real time.
- From a membership standpoint, IMIS has absolutely nothing to bring to the table for member engagement or member-based user experience. The number one feedback complaint from members is the subpar user experience. Everything is disjointed and disconnected. Nothing processes in real time.
- The majority of internal staff time is spent on data entry. Time, talent and energy is all wasted as most staff spend 90% of their week in time-consuming data entry because IMIS has no capabilities to streamline any of its data/financial systems/external sites.
- Accuracy. IMIS is sorely lacking in accurate data and reporting. IMIS also lacks the ability to provide historical data. **\*This is probably on the most important reasons to make a change. Data and accuracy are the life blood of an organization. Without it, it is impossible to create effective results or strategies, or project accurate revenues and campaigning efforts\***
- Overall cost. IMIS charges for all staff needed supports and all updates. Nothing is included with the overhead cost that seems to be continuing to increase at length every fiscal year.

#### What SPJ needs

- More simplified and efficient processes
- Greater opportunity for donor cultivation and growth, including wealth analysis tools
- Enhanced member experience from a user standpoint
- Connected technology with more streamlined processes to reduce the use of staff time on data entry and management

#### Selection process

Staff began the selection process by reaching out to our peer organizations to research the programs they were using for their membership and donations. In addition, Larry reached out to colleagues at nonprofits in the Indianapolis area for their feedback. After extensive research, our finalists were narrowed down to Salesforce and Blackbaud, two of the most popular donor and membership database companies.

The committee, encompassing Larry, Caroline, Linda and Basharat, had three to four discussions with each before selecting Blackbaud. Blackbaud was selected for the following reasons:

- All of our needs (membership, event registration and donor information) were incorporated in one company and didn't require any additional outsourcing – This will reduce overall ROI while lowering overhead costs.
- Customer service was fantastic, with representation located right in Indianapolis and real-time, 24/7 customer support.
- Membership portal is user friendly. As stated by Billy, "That sounds like what I'd expect and hope it'd be — just something siloed off where people can join, renew, update info and perhaps register for events without the current agony."

#### **Last but not least, what does this cost SPJ?**

Year 1: \$37,216 – This cost includes the initial set up charges, which will be divided up between two fiscal years.

Year 2: \$21,216

Year 3: \$21,216

This contract can be canceled at any time if there is any issue or they prove to be unable to provide the overall satisfaction that was guaranteed. The ROI obviously cannot be predicted at this time in numbers, but staff is enthusiastically confident that it will exceed not only the internal needs and expectations but provide an ROI in membership, fundraising, events and staff time, talent and resources.

SPJ HQ staff feel strongly that this change is well overdue and necessary to bring SPJ up to speed in every facet in order to continue to maintain, thrive and succeed as a profitable society and foundation. If you have any additional questions, please feel free to reach out to Larry, Caroline, Linda or Basharat.

## MEMORANDUM



**DATE:** April 4, 2019

**FROM:** Jennifer Royer, Director of Communications and Marketing

**SUBJ:** News and Advocacy 9/2018 to present

**FOR:** SPJ Board of Directors

Below is a list of press releases, statements and highlights of coverage where SPJ leaders were quoted in the news since September 2018.

### **SPJ News and Advocacy – Sept. 2018 to March 2019**

#### **Advocacy Statements:**

October 2018

- [SPJ demands Khashoggi's killers be brought to justice](#)
- [SPJ, coalition of 44 other groups, call for full investigation into Saudi Arabian journalist's whereabouts](#)

November 2018

- [SPJ supports NAJA in urging reinstatement of free press ordinance](#)
- [SPJ applauds judge's decision to reinstate Acosta's press pass](#)
- [SPJ stands in solidarity with Acosta and CNN](#)

December 2018

- [SPJ urges Philippine government to drop charges against Rappler and Maria Ressa](#)

January 2019

- [SPJ is here to help](#) (newsroom layoffs)

February 2019

- [SPJ condemns recent attempt to silence journalist Maria Ressa](#)

March 2019

- [SPJ strongly supports the Journalist Protection Act](#)
- [SPJ outraged by discovery of secret database, excessive screening and questioning of journalists at the border](#)
- [SPJ: Deportation of journalists in Venezuela must stop](#)

#### **LDF in Action**

Signed 15+ (some are in process) amicus briefs since October 2018, which can be viewed here:

<https://www.spj.org/ldf-a.asp#2018>

#### **Meetings/appearances/interviews**

##### **September 2018**

- Met with Congressman Chabot's (R-Ohio) office.
- Met with Congressman Schiff's (D-California) office.

- Live radio interview on Court Radio (WRNB 100.3 FM Philadelphia) about the First Amendment, open government, etc.

### **October 2018**

- Spoke to group of 25 global journalists at the United Nations with Dan Shelley of RTDNA.
- Participated on panel at annual conference of Connecticut Broadcasters Association.
- Chapter visit to Fort Worth, Texas.

### **November 2018**

- Interview on Australia's ABC-TV on Armistice Day:  
<https://www.youtube.com/watch?v=TJMQV3zEY8U&t=5s>

### **January 2019**

- Quoted in CPJ blog post on female journalists' safety --  
<https://cpj.org/blog/2019/01/for-local-female-journalists-in-us-rape-threats-st.php>
- Quoted in OpentheGov blog post: The News Media for Open Government Coalition Announces an Open Government and Free Press Agenda for the 116th United States Congress -- <http://foropengov.org/wordpress/wp-content/uploads/2019/01/NMOG-Congressional-Agenda-Press-Release.pdf>
- Quoted in Crain's NewsPro issue:  
<file:///C:/Users/Owner/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/NV1GUV6C/Outlook.NewsPro.2019.pdf>

### **February 2019**

- Interview about Venezuela on Univision: <https://www.youtube.com/watch?v=-Mru-TBasU0>
- Danielle McLean quoted in CJR about public records:  
[https://www.cjr.org/united\\_states\\_project/open-government-guide-rcfp.php](https://www.cjr.org/united_states_project/open-government-guide-rcfp.php)
- Mark Bailen did interview with Daily Signal in Washington about Clarence Thomas' call for reconsideration of the libel ruling in the Bill Cosby case and the Covington H.S. student suing media outlets. <https://www.dailysignal.com/2019/02/20/covington-teens-libel-suit-follows-justice-thomas-questioning-of-libel-precedent/>

### **March 2019**

- Lynn Walsh spoke with USA Today about New Zealand's prime minister not using name of shooter in recent attack.  
<https://www.usatoday.com/story/news/investigations/2019/03/21/new-zealand-shootings-why-pm-jacinda-ardern-wont-say-shooters-name/3223947002/>



- Alex's Sunshine Week interview on the Jim Bohannon Show on 3/14:  
[http://www.jimbohannonshow.com/jim-bohannon-podcasts/?utm\\_sq=g13zufbqfn&utm\\_source=Twitter&utm\\_medium=social&utm\\_campaign=spj-tweets&utm\\_content=SPJPromo](http://www.jimbohannonshow.com/jim-bohannon-podcasts/?utm_sq=g13zufbqfn&utm_source=Twitter&utm_medium=social&utm_campaign=spj-tweets&utm_content=SPJPromo)

**DATE:** April 12, 2019  
**FROM:** Eddy Gallagher, Committee Chairperson  
**FOR:** SPJ Board of Directors  
**RE:** Nominations Committee Report



Here are the candidates as of 8:12 a.m. (EST) April 8, 2019

**President-Elect**

Matt Hall

**Secretary-Treasurer**

Andy Schotz

**At-Large Director**

Lauren Bartlett  
Ivette Davila-Richards  
Sue Kopen-Katcef  
Yvette Walker  
Haisten Willis

**Region 2 Coordinator**

?

**Region 3 Coordinator**

Michael Koretzky

**Region 6 Coordinator**

Joe Radske

**Region 10 Coordinator**

Don Meyers

**Region 11 Coordinator**

Deb Krol

**Region 12 Coordinator**

Jennifer Ellis

**DATE:** April 13, 2019  
**FROM:** Yvette Walker, Chair, 110<sup>th</sup> Anniversary Task Force  
**FOR:** SPJ Board of Directors  
**RE:** 110<sup>th</sup> Anniversary Task Force



The task force met Thursday, March 21, 2019 at 11 a.m. Central time via a Zoom video meeting.

Present:

Paul Fletcher, member of the SPJ Foundation and a past president of SPJ  
Katelyn Howard, president of the SPJ student chapter at the University of Oklahoma  
Michael Koretzky, National board member from Region 3  
Sheila Solomon, member of the Chicago Headline Club in Region 5  
Yvette Walker (chair), at-large national board member  
Not present: Linda Hall, on staff at SPJ HQ (We spoke post-meeting).

Before the meeting, Walker sent a Google drive document to gather ideas. This document was used during the meeting and assignments were made from the document.

Walker called the meeting to order and informed the task force what SPJ HQ already has initiated, including:

- 110th logo in weekly newsletter, “SPJ Leads”
- Quote series (under logo) in weekly newsletter
- Social media initiatives
- Quill dedicated to the 110<sup>th</sup>
- Contest to vote on the 110 best movies about journalists/journalism.
- (tent.) 110<sup>th</sup> anniversary pin (does board still needs to approve this?).

Realizing that time is off the essence, we looked at existing ideas and brainstormed new ones. Walker told the group she would speak to Hall to bring her up to speed and to ask about ideas that HQ would help with. Based on our conversation, we accepted the following assignments.

#### **Where we stand:**

- Michael Koretzky has scraped the dollar amounts of what SPJ has awarded over the years from the website. He is working with HQ on this as well. He suggested that we need to better track our grants and awards so that we can promote our dollar figure every year, not just a major milestone.
- Yvette Walker asked President Alex Tarquinio about writing an Op-Ed piece on our anniversary and the importance of journalism and what we do. Tarquinio agreed. We will set a date and work with media outlets to distribute this.

- Yvette Walker is working with Linda Hall on a complete list of our chapters so Walker can work on the profiles that discuss chapter accomplishments, fights for journalism, etc.
- Yvette Walker is working with Linda Hall on a list of our fellows by decade, so Walker and Katelyn Howard can work on profiles of the Fellows.
- Contests are always fun, and HQ already has one (movies about journalism), but we suggested others: Katelyn Howard and Sheila took on a contest about the best songs related to journalism, and they already have generated an initial list.

**Other assignments:** These are ongoing, and their status will be updated at the next Zoom meeting, to be held the week before the board meeting.

ETHICS: What this anniversary means for our bread-and-butter issue. PAUL

MINORITY: Active chapters at minority universities (this may fit in with the education committee's project) SHEILA

FOI: (1966) The leaders pushing to get the laws were SDX leaders. History and challenges that continue today PAUL

CONTEST: "Why is SPJ important to you?" (prize memberships, shirts, conference fee) HELP FROM HQ-LINDA

TESTIMONIALS: From people who are not SPJ members saying why SPJ is important. MICHAEL

CODE: Copies of the code bearing the 110<sup>th</sup> logo (the next time we print a run of the code). HQ-LINDA

***Related, but outside the scope of the taskforce:*** Yvette Walker is working with Fred Brown to edit "Journalism Ethics," the newest edition of the SPJ Ethics Book. This won't bear the SPJ 110<sup>th</sup> logo, but we are hoping to produce the updated edition this year and make it available at EIJ.

**DATE:** April 6, 2019  
**FROM:** Debra Krol, Task Force Chair  
**FOR:** SPJ Board of Directors  
**RE:** Honoring Women in Journalism Task Force



The board voted in the Feb. 2 board meeting to create a task force to work with the staff to formulate a plan to honor women in journalism in 2019, which is the 50<sup>th</sup> anniversary of the inclusion of women in SPJ.

I will chair this task force. The members include Lauren and Sue, who proposed this working group, Tess and Jeff. We have yet to hold our first meeting, and are looking forward to hearing ideas in the April 13 board meeting.

###

**DATE:** April 13, 2019  
**FROM:** Patti Newberry, president-elect  
**FOR:** SPJ Board of Directors



## **STRATEGIC PLANNING TASK FORCE**

SPJ President Alex Tarquinio created a Task Force to begin crafting a strategic plan for SPJ in early 2019. She invited SPJ board member Victor Hernandez to chair the Task Force, with members to include Tarquinio; Mike Reilly and Yvette Walker, fellow SPJ board members; Julie Heimlich, president, University of Maryland SPJ chapter; Jennifer Royer, SPJ's director of communications and marketing; and me.

During the April 2019 Board of Directors meeting, Hernandez intends to lead a discussion with fellow board members about how to move forward on the strategic plan.

Hernandez and I ask board members to consider key questions as we begin the process:

1. What, in your mind, are the central missions of SPJ?
2. Which of SPJ's current initiatives should we continue?
3. Which of SPJ's current initiatives should we discontinue?
4. Who do we consider competition for member energy and investment?
5. What do they do that we also do?
6. What do they do that we don't do?

By way of background, a few reminders:

- SPJ last drafted a strategic plan more than a decade ago. The most recent version was approved Nov. 1, 2007. The eight-page document apparently sat in a drawer after that, ignored.
- SPJ board members agreed to draft a new strategic plan as part of its overall board restructuring. That process began in mid-2016 when then-president Paul Fletcher created a Governance Task Force. The group, which I chaired, proposed:
  - reducing the size of the board from 23 (as of EIJ17) to 16 (as of EIJ18) to nine (by EIJ19).
  - creating a three- to five-year strategic plan that adheres to SPJ Board Responsibilities, as listed in the Society Bylaws.
  - creating a nominations process to identify board members with evidence of strategic thinking skill.

Delegates at EIJ17 passed the Task Force recommendations with an 86-14 vote.

Robert and members of the new Strategic Planning Task Force will use ideas from today's board discussion to create a time line toward creating and implementing a realistic and relevant new

Strategic Plan for the Society. They intend to present a draft at the September board meeting in San Antonio.

**MINUTES  
BOARD OF DIRECTORS  
SOCIETY OF PROFESSIONAL JOURNALISTS  
SATURDAY, FEB. 2, 2019  
VIDEOCONFERENCE MEETING**

**DRAFT**

**MEETING CALLED TO ORDER**

The meeting was called to order at 12:03 p.m EST. Members present: President J. Alex Tarquinio; President-elect Patti Newberry; Secretary-Treasurer Matthew Hall; Vice President of Campus Chapter Affairs Sue Kopen Katcef; Campus Advisor At-Large Jeff South; directors at-large Lauren Bartlett, Ivette Davila-Richards, Tess Fox, Victor Hernandez, Mike Reilley, Michael Savino and Yvette Walker; Region 2 Director Andy Schotz; Region 3 Director Michael Koretzky; Region 6 Director Joe Radske; Region 10 Director Don Meyers and Region 11 Director Deb Krol. Members absent: Region 12 Director Kelly Kissel. Staff present: Executive Director Alison Bethel McKenzie and Director of Development Larry Messing. Others present: SPJ Foundation president Irwin Gratz and SPJ members Robert Becker, Hazel Becker and Bill McCloskey. Davila-Richards, Meyers and South joined the meeting late. Robert Becker stayed for a portion of the executive session related to the sponsorship policy. Gratz stayed for a portion of the executive session related to the sponsorship policy and the 2020 budget.

**MINUTES**

The board voted to approve the minutes of its March 19, 2018, videoconference meeting. Motion: Bartlett. Second: Reilley. Vote: unanimous. Abstentions: Hall, Fox, Hernandez, Krol, Savino, Tarquinio and Walker because they did not attend the meeting.

The board voted to approve the minutes of its Sept. 9, 2018, meeting. Motion: Bartlett. Second: Reilley. Vote: unanimous. Abstentions: Davila-Richards, Fox, Hernandez, Krol, Savino and Walker because they did not attend the meeting.

The board voted to approve the minutes of its Sept. 30, 2018, meeting. Motion: Savino. Second: Bartlett. Vote: unanimous. Abstentions: Davila-Richards, Krol and Hernandez because they did not attend the meeting.

The board voted to approve the minutes of its Dec. 1, 2018, videoconference meeting. Motion: Savino. Second: Fox. Vote: unanimous. Abstentions: Davila-Richards and Hernandez because they did not attend the meeting.



## **STUDENT CHAPTER APPROVAL**

Following a report by Bethel McKenzie, the board approved a new student chapter for Ann Arbor, Michigan. Motion: Newberry. Second: Kopen Katcef. Vote: unanimous.

## **EIJ19 CONFERENCE UPDATE**

Newberry offered an update on conference planning. (Memo below)

## **SPJ ANNIVERSARY PLAN**

Bethel McKenzie offered an overview of staff's ideas to recognize the 110th anniversary of the founding of SPJ and the 50th anniversary of women being admitted into SPJ; (Memo below) The board voted to create a working group of SPJ board members to work with staff to celebrate women in 2019. Motion: Bartlett. Second: Kopen Katcef. Vote: unanimous. The board also voted to have staff celebrate the 110th anniversary and have board members, together with staff and chapter leaders, plan the 110th anniversary at no cost to SPJ. Motion: Hall. Second: Kopen Katcef. Vote: unanimous.

## **2020 BUDGET PLANNING**

Bethel McKenzie provided an overview of the 2020 budget; (Memo below).

## **PUBLIC COMMENT PERIOD**

Hazel Becker thanked the board for making the videoconference open to the public and asked that it continue to bear freelancers in mind when planning.

## **EXECUTIVE SESSION**

The board voted at 1:58 p.m. EDT to enter executive session to discuss budget planning as it relates to contracts, the sponsorship task force report as it relates to sponsorships and the executive director annual review as it relates to personnel matters and legal advice. Motion: Bartlett. Second: Krol. Vote: unanimous. The board voted at 3:07 p.m. EDT to exit executive session. Motion: Krol. Second: Savino. Vote: unanimous.

## **EXECUTIVE DIRECTOR ANNUAL REVIEW**

The board voted to remove the words "and former" from a section of its Dec. 1, 2018, motion to create a working group to assist with the executive director annual review, and in so doing eliminated the direction that the group draft a questionnaire to interview former staff. Motion: Bartlett. Second: Kopen Katcef. Vote: unanimous. The board voted to accept the report of the working group assisting with the executive director annual review. Motion: Hall. Second: Krol.

Vote: unanimous. Note: Bartlett, Kopen Katcef, Koretzky and Meyers had left the meeting as it ran long and they had other commitments.

### **SPONSORSHIP TASK FORCE REPORT**

The board reconsidered its Dec. 1 vote on the report and voted to accept the original draft of the sponsorship task force recommendations as presented on Dec. 1. Motion: Newberry. Second: Walker. Vote: 13-1 with Schotz voting no. Note: Bartlett, Kopen Katcef and Meyers had left the meeting as it ran long and they had other commitments.

### **ADJOURNMENT**

The board voted to adjourn at 3:26 p.m. EDT. Motion: Hall. Second: South. Vote: unanimous.

## ATTACHMENT 1

Feb. 2, 2019

To: Members of the SPJ Board  
From: Patti Newberry  
Re: EIJ19



All:

With this brief memo, I write to share progress on programming for EIJ19, set for San Antonio, Sept. 5-7.

I serve on the EIJ19 programming committee with:

- Larry Messing, director of development, SPJ
- Marina Cinami, project coordinator and digital marketing specialist, SPJ.
- Terence Shepherd, news director at WLRN public radio in Miami and chair-elect of RTDNA.
- Kate Switchenko, deputy executive director of RTDNA.

We had two brief planning meetings in 2018 and just began twice-weekly meetings this week to review program proposals.

At this date, we have about 160 proposals for workshops and breakout sessions. Our goal is to stage about an equal number of programs in each of four categories: Digital, newsgathering, news management and career development. We aim to have at least three Super Sessions, with one “owned” and largely organized by each of the three EIJ partners.

We are also considering whether to repeat the “SPJ 5” idea from last year, inaugurated to give SPJ a room for five breakouts that would appeal primarily to our members. Last year, the SPJ 5 included Fine Fellows, #PressforEducation, Saving Student Media, Nervous As Hell: Mock (or Maybe Real) Job Interviews For New Grads, and Covering National Security. If we go forward with this concept for EIJ19, I will propose repeating Fine Fellows (in a larger venue, with AV support); and possibly all of the others except for the national security panel. I welcome your ideas on SPJ-centric topics to put before the planning committee.

As we work through the proposals, we are committed to highlighting new takes on favorite topics – mindful of the need to consider the ethical implications of all subjects, with diverse panels of experts and a strong Texas flavor.

I welcome your continued input as we seek to stage a relevant, well-attended EIJ19.

## ATTACHMENT 2

**DATE:** Jan. 17, 2019

**FROM:** Alison Bethel McKenzie, Executive Director, SPJ

**FOR:** SPJ Board of Directors



### SPJ's 110<sup>th</sup> Draft Anniversary Plan

**What:** SPJ is celebrating 110 years of serving journalists and defending First Amendment rights.

#### **Why Celebrate?**

While 110 years may not be viewed as a significant anniversary, it does provide a significant opportunity to celebrate our history, our successes and, more importantly, our future. It offers unique marketing potential which can help raise SPJ's profile at a time when we must aggressively share our story/mission and significantly grow our support base.

An anniversary provides an organization with a starting point in getting into the door with supporters (especially foundation and corporate: "Help us support 110 years of..."). For example, one major funder is currently considering a \$50,000 gift to SPJ in honor of our 110 years.

Overall, the 110 anniversary provides an opportunity to reintroduce ourselves to former members and supporters and to highlight our longevity, while expanding our base of supporters – without much outlay of cost by SPJ.

Nonprofits' use of anniversaries to raise money is not at all new and is, in fact, standard.

According to Donorbox Nonprofit's blog, "Anniversaries are important for any organization, especially a nonprofit. Anniversaries show a track record of providing service and demonstrate that you have gained the trust of your beneficiaries and proven achievable results.

"Celebrating your nonprofit's anniversary is a great opportunity to thank your staff, volunteers, and the board for their contribution and recognize them for specific achievements. It offers an opportunity for reflection and a looking back

at all the challenges that you overcame. This helps invigorate the staff and other supporters.

“Nonprofit anniversaries are also an excellent way to inform the wider audience of your history, your accomplishments, and your plans for the future. Celebrating milestones helps to increase the visibility of your mission, allowing you to highlight your history in innovation or tradition of advocacy, while at the same time giving you the chance to articulate your organization’s vision for the future.

“A non-profit anniversary campaign is not something you want to miss out on!”

And Fundraiser Cyberzine magazine produced a study that showed that the anniversary of a nonprofit’s founding is “an ideal opportunity to galvanize your employees, board members, donors, foundations, government and corporate sponsors, and to re-ignite their commitment to the relevance, importance and needs of the organization.

“This is a unique opportunity, with the potential for a yearlong marketing program that, done properly, sets the stage for your fundraisers, strengthens your longer-term brand image and improves the organization's ROI,” reports Gary Kullberg, a serial nonprofit board member and chief executive of the Kullberg Consulting Group.

“For-profit organizations, both large and small, have long recognized the importance of company anniversary marketing because it isn't just the latest advertising, public relations, direct mail, internet or event program. Rather, it is a unique chance for an organization to link the strength of its past to its plans for the future. For nonprofit organizations this story can be especially important among new members, volunteers and donors,” says Kullberg, adding: “And, importantly, anniversaries do not need to be celebrated in multiples of 25 years. Your 33rd can be as powerful as your 75th.”

### **110 Anniversary Logo**

- Will be included in all staff members’ email signature lines.
- Will be featured on the website for maximum exposure.
- Will be used on room signs and other marketing at EIJ.

### **Merchandising Opportunities**

- 220 lapel pins to be sold (to celebrate the past 110 years / to celebrate the next 110 years)
- 110-year ribbon at EIJ19

- 250 branded scarves to be sold for \$50 each (*to celebrate 50 years of women in SPJ*)
- SPJ-branded Yoga mats (*to celebrate 50 years of women in SPJ*)

#### **Fundraising Opportunities**

- Encourage giving to SPJ at \$110 (highlighted during April 17<sup>th</sup> Day of Giving Campaign).
- Encourage bigger funding for EIJ
- Advertising at EIJ, Quill and SDX Awards

#### **Marketing Opportunities**

- Website
- Logo added to landing page
- Possible messaging: Highlight why SPJ is still relevant 110 years later
- Quill
- Second and third issues of the year to feature the 110 anniversary and 50-year mark for women joining

#### **EIJ**

- First 110 SPJ registrants will receive some type of anniversary-based premium
- Anniversary ad will be featured in the program book
- EIJ News team will write a story about the anniversary

## ATTACHMENT 3

**DATE:** Jan. 17, 2019

**FROM:** Alison Bethel McKenzie, Executive Director, SPJ

**FOR:** SPJ Executive Committee



### **SPJ Fiscal Year Budget 2020: An Initial Overview**

#### I. Introduction

This document serves to provide initial thoughts on Fiscal Year Budget 2020 as we begin to review goals for the coming Fiscal Year and possible areas of adjustment to ensure a balanced FY2020 budget. **It is important to note that this is only a preliminary look at where we hope to find savings and, if necessary, make cuts to achieve the goal of a balanced budget. This information is fluid. We have some significant steps to take before we can put together a draft budget for Fiscal Year 2020.**

Let me note that headquarters' plan is only to submit a balanced budget.

#### II. Fiscal Year Budget 2019 Overview

The Fiscal Year 2019 budget was passed in 2018 with a budget deficit of \$41,000. Additional income was lost with the departure of some association management clientele, resulting in about \$54,475 in lost revenue. In addition, some unexpected expenses were not calculated into the expense portion of the budget presented in April 2018, including expenses for hiring new staff and consulting fees to train new employees. We are currently calculating what those expenses amount to but can assume that the projected deficit of \$41,000 will be higher. So, the priority is to bring in income to reduce any potential deficit and – best case scenario - to close it completely and end the year in black. We have seven months to make this happen.

While we are working diligently to hold down costs, the real issue is on the income side. We are hoping to bring in unrestricted income through foundation grants and contributions from high net-worth individuals to cover the deficit.

We hope to recoup some income with the addition of association management clients. We are currently in conversations with three nonprofits for their association management business.

### III. FY2020 Income

For FY2020, we are aiming to bring the association management income back to the \$138,000 projected in the FY2019 budget. That figure, however, depends on the size and work involved to fulfil the workload demand of each new organization. Some nonprofits we will be able to charge more for services; some less.

With a full-time development manager and having brought advertising solicitation in-house, we expect to increase our advertising and fundraising. The overall fundraising goal at this moment is about \$300,000 for next year, up from a budgeted \$256,000 this year. Our target could be much higher, however, than \$300,000. It is too early to pin down an exact figure.

Another potential place where we may see a small increase in income is rent. I need to study the current Boys and Girls Club rental agreement and get estimates on refurbishing the basement to potentially rent that out as well.

One option that leadership may consider is an increase in dues. Dues have increased only once in the past 13 years.

Finally, we are expecting greater income from EIJ19 due to increased participation with the attendance of NAHJ members and increased sponsorship because of the participation of NAHJ. Having said that, income could be scaled back considerably depending on the outcome of an SPJ/RTDNA sponsorship policy. Currently, no policy has been ratified by both parties.

### IV. FY2020 Expenses

Currently, I have no plans to replace the deputy director position as an outside hire, which would result in some savings. To date, the work of that position – which is significant – has been largely taken over by the Executive Director with several other staff taking on some responsibilities.

We will also see savings in consultancy fees as we no longer have an extra Google consultant and we have brought inhouse the role of advertising sales, which means we will not



have to pay sizeable commission fees to our outside vendor. In addition, we should not have costs for consultants to train new employees.

In addition, we hope to negotiate a more favorable contract with the agency that handles sponsorship for EIJ. The contract is up in September 2019 and must be renegotiated. Negotiations on a more favorable sponsorship agreement would need to include RTDNA.

**MEMORANDUM**

**DATE:** April 4, 2019  
**FROM:** Caroline Escobar, Manager of Membership and Chapters  
**SUBJ:** Chapter Action  
**FOR:** SPJ Board of Directors



**SEEKING TO BE CHARTERED**

<b>Albany Chapter – SPJ</b>	<b>Region 1</b>
<b>Ann Arbor Chapter</b>	<b>Region 4</b>
<b>Kean University</b>	<b>Region 1 (Satellite Chapter under NJ Pro)</b>
<b>Texas A&amp;M Univ.</b>	<b>Region 8</b>
<b>The Kings College</b>	<b>Region 1</b>
<b>Wayne State Univ.</b>	<b>Region 4 (reactivation)</b>

**CHAPTERS TO INACTIVATE**

As the Annual Report deadline has not passed yet for this year, there are no current chapters to inactivate. Once reports are processed and Regional Directors have been consulted, that list will be presented during the EIJ 2019 BOD meeting.

# Memo

To: Alex Tarquinio  
From: Bob Becker  
CC: Irwin Gratz, Alison Bethel McKenzie  
Date: 3/18/2019  
Re: SPJ and SPJ Foundation bylaws amendments

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The Bylaws Committee will ask the Society board to approve the attached amendments for action by delegates at EIJ 2019. Most of them are housekeeping amendments related to the Foundation and the Quill Endowment.

In recognition of the fact that the restructured SPJ board will hold fewer in-person meetings, and more electronic meetings in the future, we recommend one substantive change in the SPJ bylaws. We believe it would be wise to make clear the board's commitment to transparency by establishing that, to the maximum extent possible, its electronic meetings, in addition to its in-person meetings, will be live streamed.

The transition from a 23-member to a 9-member SPJ board will be complete at EIJ 2019, and that has implications for the Foundation, as well as the Society. The Foundation's bylaws, not the Society's, address the relationship between the two entities. We are recommending an amendment for the Foundation board's consideration to adjust to the restructuring. We are suggesting a similar transparency amendment to the Foundation as well.

## **Housekeeping amendments**

At EIJ 2018, delegates voted to begin the process of dissolving the Quill Endowment and giving the SPJ Foundation authority to manage funds in the Endowment as it does other assets designated for specific purposes. Delegates amended the SPJ bylaws so that the more than \$500,000 in the Endowment will be turned over to the Foundation. Previously, the bylaws said that, upon termination of the Endowment, funds had to be returned to individuals who contributed to it. Delegates also took the first of two votes required to terminate the Endowment.

To complete the process at EIJ 2019, delegates must vote a second time to terminate the Endowment. If they again vote to terminate the Endowment, they should be asked to remove Article Fourteen from the bylaws. That Article defines how the Quill Endowment

is managed, and will become unnecessary once it is terminated and the funds are distributed to the Foundation.

At the Foundation's request last September, the SPJ board approved changing the name of the Foundation to the Society of Professional Journalists Foundation. The current SPJ bylaws include two references to the Sigma Delta Chi Foundation, which need to be changed to recognize the name change.

### **SPJ board transparency**

Until 2017, the SPJ board held two in-person meetings, usually at EIJ in September and in Indianapolis in April. The Executive Committee held two in-person meetings, usually at the site of the next convention in January, and after the SDX Awards Dinner in June in Washington. Those meetings generally were open to Society members who wished to attend, and SPJ live streamed them so members could watch from afar. From time to time, the board held meetings using telephonic or video conference systems that were not open to the public to address specific issues.

When the transition is complete in September 2019, the Executive Committee will no longer exist, and it is unlikely that the board will increase the frequency of its in-person meetings. In addition, in the past few years, the board has held video conference meetings more frequently. As a result, the board is conducting more Society business remotely, and until a few months ago, interested Society members were excluded from those meetings.

The proposed amendment to Article Seven, Section Seven would state that all in-person and remote board meetings are public, except when discussing confidential matters; that meeting agendas and supporting documents (the board packet) will be posted on SPJ.ORG at least 72 hours before each meeting; and that audio and/or video conference sessions will be live streamed. We are proposing the same transparency measures to the Foundation board as an amendment to Article Two, Section Six of the Foundation bylaws.

### **SPJ appointments to the Foundation board**

There are no provisions in the SPJ bylaws addressing appointments to the Foundation board. Currently, the Foundation bylaws state that the Society board can appoint as many board members as it chooses to serve on the Foundation board for one-year terms. Although the Foundation bylaws impose no limit on the number of SPJ appointees, my understanding is that seven SPJ appointees serve on the Foundation board now.

SPJ will have only seven elected and two appointed board members going forward, and maintaining the current level of representation will be difficult if SPJ may appoint only members of the Society board. To broaden the pool of potential SPJ appointees, we propose that the SPJ board may appoint any SPJ member to a one-year term on the Foundation board.

Although we propose broadening the pool of potential appointees, we do not see a need at this time to limit the number of individuals the SPJ board appoints. The SPJ contingent

cannot be a majority of the Foundation board, but at current levels SPJ appointees account for only about one-quarter of the Foundation board's membership.

### **The amendment process**

If the SPJ board approves the proposed amendments to the Society's bylaws, it must circulate the proposed language to all chapters at least 60 days before the opening business meeting at EIJ 2019. In the past, staff has notified all Society members by email of the amendments. Amendments take effect immediately after the closing business meeting if delegates approve them.

The process for amending the Foundation bylaws is different. The Foundation board can adopt amendments by motion, and then notify the SPJ board of their decision. Once notified, the SPJ board has 30 days to consider the amendment. If the SPJ board takes no action, the amendments become effective.

Article Five  
Establishment and Operation of Chapters

...

Governance

...

Section Seventeen. Upon the decision to terminate any professional or campus chapter, whether by dissolution, disbandment, revocation pursuant to Section Thirteen of this Article, or otherwise, any remaining chapter funds shall be distributed to another adjoining active Society Chapter then in good standing, the Society, or the ~~Sigma-Delta Chi~~ Society of Professional Journalists Foundation, as directed by the chapter's governing body, or, in the absence of action of the local board within 60 days of termination, the national board of directors.

Article Six  
Society Officers

...

Section Three. To serve as president or president-elect a person must be a member in good standing of the Society and must previously have served as a member of the board of directors, or the board of the ~~Sigma-Delta Chi~~ Society of Professional Journalists Foundation, ~~or~~ been the chair of a national committee, or president of a professional chapter or community ~~president who~~ and also ~~has~~ been or is a member of a national committee.

Article Seven  
Board of Directors

...

Section Seven. The board of directors will meet at least annually; additional meetings may be scheduled at the call of the President or of a majority of the members of the board. All meetings shall be open to the public, except when the board is discussing confidential matters including, but not limited to, personnel, privileged communications with legal counsel, and contracts. All in-person and electronic meetings of the board shall be live-streamed to permit public remote viewing. Meeting agendas and documents shall be available for viewing on the Society's website at least 72 hours in advance of the scheduled meeting.

Article Eight  
Regional Coordinators

...

Section Four. The board of directors may declare any regional coordinator position vacant if the board determines the incumbent has failed to perform the duties of the office or no longer meets the qualifications for the office. Such action shall require approval of two-thirds of the members of the board. Any regional coordinator whose removal will be considered shall be notified in writing 14 days in advance that the board may take such action. The national board shall notify all campus and professional chapters in the region affected of that meeting 14 days in advance.

Section Five. Any regional coordinator vacancy shall be filled by vote of the board of directors. The replacement regional coordinator shall serve until the next convention, at which time an election will be held to fill the unexpired portion, if any, of the term for which the predecessor was elected.

Section ~~Five~~<sup>Six</sup>. The regional coordinators shall be responsible for organizing, guiding and supervising, and stimulating ...

## ARTICLE FOURTEEN

### Publications

~~Section One. The official publication of the Society shall be called Quill. The executive director will be publisher of the magazine, select its editor, and perform duties normally associated with a publisher.~~

~~(TR) Section Two. At least six issues of Quill shall be published each year. Date of issue shall be determined by the board of directors.~~

~~(TR) Section Three. All Quill subscriptions are payable in cash in advance. All subscriptions shall start with the first issue of Quill following receipt of complete payment and shall terminate promptly at the end of the time paid for.~~

~~(TR) Section Four. Each person who has paid the designated amount as a life subscription to Quill (available before but not after January 1, 1969) shall be entitled to receive Quill for life, but such subscription may not be transferred and it shall terminate upon death, resignation or expulsion from the Society.~~

~~Section Five. All gross income of Quill from advertising, subscriptions other than life subscriptions, and from all other sources shall be paid into the Quill operating expense fund and may be used as part thereof in defraying expenses.~~

~~Section Six. Any cash balance in the Quill operating fund or any part thereof at the end of the year that, in the judgment of the board of directors, is not needed in the immediate conduct of Quill, may, upon order of the board of directors, be paid into a fund to be known as the Quill Endowment Fund.~~

~~(TR) Section Seven. The principal amount of the Quill Endowment Fund shall be held constantly intact except as herein otherwise provided. Net income from Fund investment shall be used (1) to pay expenses incurred in the management, editing and conduct of Quill and (2) payment of expenses for administration of the Quill Endowment Fund.~~

~~(TR) Section Eight. The Quill Endowment Fund shall be held under the immediate management, control and custody of trustees to be known as the Quill Endowment Fund~~

Trustees, or under such proper provision, contracts and agreements as the convention may order or the board of directors may approve for the proper safeguarding, management, investment and distribution thereof to the benefit of Quill and the Society, and for the advancement and furtherance of the profession of journalism, and for no other purpose. The board of directors of the Society is authorized and empowered to enter into and execute for the Society such described contracts or agreements with the Quill Endowment Fund Trustees.

~~(TR) Section Nine. The Quill Endowment Fund Trustees shall be composed of the members of the board of the Sigma Delta Chi Foundation.~~

~~(TR) Section Ten. Each trustee shall upon election signify acceptance of office in writing to the executive director of the Society. Such acceptance shall be conclusively deemed to constitute acceptance of the trust and all of the powers and duties and responsibilities imposed by it, or set forth in these bylaws and amendments that may be made hereto and in any existing or future agreements or contracts made by the Quill Endowment Fund Trustees.~~

~~(TR) Section Eleven. The Quill Endowment Fund Trustees shall maintain such books and records of account as will render easily ascertainable by the Society's board of directors or convention at all times the exact receipts, disbursements, balance and conditions of the Quill Endowment Fund or funds.~~

~~(TR) Section Twelve. Disbursements from the Quill Endowment Fund shall be made by the trustees to the executive director directly.~~

~~(TR) Section Thirteen. Any gift, donation, bequest or devise to the Quill Endowment Fund, or any gift, donation, bequest or devise to be made to the Society and by the convention ordered to be transferred to the Quill Endowment Fund shall at once become an undistinguishable part of such fund, and both principal and interest shall be subject to all of the provisions and regulations relating to the safeguarding, management, investment and distribution of the fund herein and elsewhere provided.~~

~~(TR) Section Fourteen. In the event of the resignation of all of the trustees or the termination of the service of all the trustees by the Society's board of directors, the members of the Society's board of directors shall automatically become the Quill Endowment Fund Trustees and such shall be bound by the terms of the agreement or agreements in force and effect with the elected trustees immediately prior to such resignation or termination; and the members of the Society's board of directors shall serve as trustees until the next ensuing national convention.~~

~~(TR) Section Fifteen. The Quill Endowment Fund may be terminated only by vote of two successive conventions of the Society and in such event, the living contributors to said fund shall be repaid the amount of their contributions to the said fund, or if the fund be not sufficient to repay such contributions in full, their equitable proportion thereof; and if the fund be more than sufficient to repay such contributions in full, then only the excess~~



~~thereof may be otherwise distributed as the said two successive conventions may direct.~~

~~(TR) Section Sixteen. In the event of the dissolution of the Society, the trustees last in office and the members of the board of directors last in office may as in their judgment seems most expedient for the furtherance of the purposes of the Society (1) form a corporation to hold for educational or professional purposes in the field of journalism the trust property then remaining in their possession, or (2) give and convey such property to a generally recognized, well-established institution or organization devoted to education or professional service in the field of journalism.~~

~~(TR) Section Seventeen. The board of directors is authorized to invest annually whatever portion of the reserve fund for unearned subscriptions as shall be deemed advisable and authorized by the convention; the manner in which said portion of the fund is to be invested is to have the approval of the convention in assembly.~~

~~(TR) Section Eighteen. Upon the termination of a life subscription to Quill (available before but not after January 1, 1969) through the decease, expulsion or resignation of the subscribing member of the Society, the principal amount remaining of that originally paid as a life subscription that became a part of the Quill Endowment Fund or the income therefrom, may upon specific order of the board of directors, be used for the advancement and furtherance of the best interests of the profession of journalism as the board of directors may determine.~~

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## ARTICLE ~~FIFTEEN~~FOURTEEN

### Amendment

~~...~~

## SOCIETY OF PROFESSIONAL JOURNALISTS FOUNDATION BYLAWS

### Article Two: Board of Directors

#### Section One: Membership

The Foundation Board of Directors shall consist of an unspecified number of members of the ~~Board of Directors of the~~ Society of Professional Journalists or its successor and a minimum of a like number of additional ~~Directors~~directors plus one. The number of directors elected from membership of the ~~Board of Directors of the~~ Society of Professional Journalists shall be at the discretion of the Board of Directors of the Society of Professional Journalists, but the number shall not constitute a majority of the Foundation Board of Directors.

#### Section Two: Nominations

— Foundation ~~Directors~~directors who are elected from among members of the Society of Professional Journalists ~~board~~ shall be nominated in a manner to be determined by the Society of Professional Journalists board.

— Other Foundation Directors shall be nominated in a manner to be determined by the Board of Directors of the Foundation.

...

Section Six: ~~Frequency of~~ Meetings

The board of directors shall meet annually. Additional meetings shall be scheduled at the call of the president or of a majority of the members of the board. All meetings shall be open to the public, except when the board is discussing matters including, but not limited to, personnel, privileged communications with legal counsel, and contracts. All in-person and electronic meetings of the board shall be live-streamed to permit public remote viewing. Meeting agendas and documents shall be available for viewing on the Society's website at least 72 hours in advance of the scheduled meeting.

**DATE:** April 4, 2019

**FROM:** Danielle McLean, Freedom of Information Committee Chair

**FOR:** SPJ Board of Directors



Dear SPJ board members,

I am Danielle McLean, chair of the Society of Professional Journalists' Freedom of Information Committee.

This year, the Freedom of Information Committee added several new members to its roster. This includes:

Steve Reilly, an investigative reporter for USA TODAY based in the Washington, D.C., area, who was a finalist for the Pulitzer Prize for Investigative Reporting in 2017 and has twice been a finalist for the Livingston Awards for Young Journalists.

Haisten Willis, an Atlanta-based freelance journalist and the 2018 president of SPJ's Georgia chapter.

Michael Savino, a local/state editor for the Record Journal newspaper, president of the Connecticut Council on Freedom of Information, and serves as Connecticut SPJ's Freedom of Information committee chair.

Rachel La Corte, a journalist with the Associated Press covering politics and breaking news in Washington State and president of the Capitol Correspondents Association.

The Committee has continued to receive great feedback from its Whistleblower Project that was published last year and this year, during Sunshine Week, we put out an editorial renewing our call for new laws that will help protect whistleblowers and reporters from government retaliation.

Myself, Steve Reilly and J Pat Brown of MuckRock also participated in a Sunshine Week Twitter chat in which we discussed FOIA war stories: work we have done, times when we have been stonewalled by government agencies, tips on how to obtain documents, and the need for more open access. The chat was very lively and brought in some good traffic.

During Sunshine Week, headed by committee member David Cuillier, we also launched the First Amendment Forever Fund, which provides funds to efforts that fight, litigate, and advocate for journalism. The initiative kicked off with a press release and we have already received several submissions.

FOI Committee member Kathryn Foxhall has also continued her great work bringing attention to the issue of public information officers blocking reporters from government workers and the public's right to know. She has again renewed her call for more openness in this area.

Michael Savino wrote an [opinion piece](#) for his newspaper in Connecticut calling for an end to state-level FOIA exemptions for trade secrets.

The Freedom of Information Committee is now hard at work trying to produce a project on how government agencies shield the public from information by citing trade secrets and why this practice is dangerous to democracy. We do not have a planned publication date as of yet but expect the project to be thorough and bring attention to this very important topic.

Thank you all for your leadership. Please let me know if you have any questions.

Sincerely,

Danielle McLean

**DATE:** April 4, 2019  
**FROM:** Tess Fox, GenJ Committee Chair  
**FOR:** SPJ Board of Directors



The GenJ committee was created at the start of the new year. We have seven members from across the country who have a variety of educational, professional and personal experiences.

GenJ held its first meeting March 2. The members in attendance introduced themselves, and discussed a name change and project ideas.

There was strong support for keeping the name, because of the existing brand identity (and there will always be a "Generation (something)."

Some of the project ideas discussed were reviving the mentorship program, an email newsletter or creating a Facebook group to connect student and post-grad members. Working on a handbook/guiding document/how-to for student chapters and reviving the mentorship program were the most popular ideas. All the members who attended previously served as student chapter presidents and ran into the same obstacles trying to keep a chapter alive, so this seemed like a project that would make an impact. We are continuing to discuss various ideas over email.

At the next meeting, we will vote on keeping the name and at least one project. With a committee of seven, I'm hoping we can tackle one large project, or two small-to-medium-sized projects.

## MEMO

**To:** SPJ Board  
Executive Director Alison Bethel McKenzie

**From:** Journalism Education Committee Co-Chairs  
Leticia Steffen and Rebecca Tallent

**Date:** March 18, 2019

**Subject:** **Midyear Report**



The Journalism Education Committee is continuing #Press4Education this year and delving into a second project, outreach to historically minority schools/school programs.

Since September, #Press4Education has matched 20 professionals and teachers for presentations. In the survey conducted last summer, we discovered many times a teacher may ask for a professional but not respond, or a professional may take the assignment and not reach out to the teacher. We have slowed the process to clarify the expectations on both parts, which is resulting in a much more satisfactory experience for both the teachers and the professionals. We currently have about 12 matches still to be made, most of these are in areas where a teacher is insisting on an in-class visit but we have no pros available in the area. Contact is being made with local (or as local as possible) chapters to find presenters. If no local chapter is available, headquarters staff have been very helpful in getting us lists and email addresses of members in an area or state and wholesale requests for volunteers have been made in this way.

Overall, the requests for #Press4Education has slowed considerably from last year. Many teachers thought it was a one-time only event. We are still working with JEA and the Dow Jones News Fund to promote the service.

In an additional twist, we have been contacted by a BBC journalist who is trying to start a similar program in London. We are sharing our information with him and SPJ is getting full credit. Committee member Neil Ralston is also talking with a colleague in Europe who is interested in replicating the program there.

One final word about #Press4Education: The committee members alternated weeks making matches, but the requests have slowed considerably so Becky Tallent is handling all request as they come in. Special thanks to Leticia Steffen and Suzanne Lysak who, during the Christmas break, helped to clean up some pending requests.

Our second project is aimed at outreach to historically minority serving institutions (MSIs). The committee briefly discussed this project during its September meeting at EIJ in Baltimore. The

project was revisited during the J-Ed Committee meeting on Jan. 21. Steffen shared with committee members her preliminary list of 732 colleges/universities in the United States and its territories that are designated in the following MSI categories: 1) Historically Black Colleges and Universities, 2) Tribal Colleges and Universities, 3) Hispanic-Serving Institutions, 4) Alaska Native- and Native Hawaiian-Serving Institutions, 5) Asian American and Native American Pacific Islander-Serving Institutions, 6) Predominantly Black Institutions, and 7) Native American-Serving, Nontribal Institutions. During its Jan. 21 meeting, the committee discussed how to tackle the project, and agreed that first steps would involve cleaning up the list to ensure that we reach out to colleges and universities that have journalism/writing programs for which SPJ could provide resources/support.

Steffen is working with representatives from the Native American Journalists Association and educators affiliated with that association to ensure that the list of college/universities in categories 2 and 7 make sense for this project. Once the list is cleaned up, committee members will discuss which institutions to reach out to first, perhaps creating a tier of lists for outreach. Then committee members will identify the colleges/universities that they want to work with.

The committee held a meeting in January where the outreach to historically minority serving institutions was approved. The next J-Ed Committee meeting will be in early April.

**DATE:** March 9, 2019  
**FROM:** LDF Chair Hagit Limor  
**FOR:** President Alex Tarquinio



### **LDF Committee Report**

The LDF Committee has taken action on 23 cases since September through the time of this report. I'm listing short descriptions below, starting with a few cases that came in under the previous administration before convention but after the reporting deadline. (Inevitably more cases will come in between this reporting deadline and the full board meeting.)

Here are the cases which we've supported since our last report. (Thanks to Mark Bailen, our attorney for his initial summaries.)

#### **9/2/18 RCFP Amicus Brief - *Rudkin v. Roger Beasley Imports, Inc.***

We joined the Reporters Committee to join an amicus brief in a case before the Fifth Circuit about whether the Texas anti-SLAPP statute is applicable in federal court. These laws protect against frivolous lawsuits intended to silence speech, known as "strategic lawsuits against public participation" or SLAPP suits. Application of anti-SLAPP laws in federal court helps prevent plaintiffs in libel cases from forum shopping to avoid the statutes and generally help media defendants avoid costly litigation.

#### **9/30 RCFP Amicus Brief - *NRA v. Bondi***

This case before the 11<sup>th</sup> Circuit dealt with the use of anonymous plaintiffs in a challenge to a Florida gun control statute. The NRA challenged the Marjory Stoneman Douglas High School Public Safety Act, a Florida statute that bans individuals under the age of 21 from purchasing firearms, passed shortly after the school shooting in Parkland in February 2018. Two individual plaintiffs attempted to join the NRA in the lawsuit under pseudonyms "Jane and John Doe." The brief argues for judicial transparency; permitting anonymous plaintiffs may violate the First Amendment, rights of access and could lead to additional sealing of records or closure of proceedings, causing journalists and the public to lose access to valuable information about judicial proceedings.

#### **10/4 NPPA Amicus Brief - SCOTUS Case - *Nieves v. Bartlett***

We joined the National Press Photographers Association (NPPA) before the Supreme Court in a case about whether the existence of probable cause for arrest precludes a First Amendment retaliation claim.

The case arises from an arrest for disorderly conduct and resisting arrest at an outdoor winter sporting festival in Alaska. Following his arrest, Russell Bartlett sued the arresting police officers, alleging retaliatory arrest among other claims. While the parties to the case are not journalists or news entities, this case is important to journalists because if the mere existence of probable cause to make an arrest precludes First Amendment retaliatory-arrest claims, such cases would be nearly impossible to bring against the government. The low threshold of



probable cause would likely be met in matters where the government has set out to retaliate against unfavorable news coverage or wishes to limit or altogether preclude filming of policy activity, such as journalists vulnerable to retaliatory arrests when filming police activity at high-profile protests.

#### **10/16 Request from *Victoria Advocate***

The SPJ Legal Defense Fund Committee approved up to \$2,500 to support legal fees for this local family-owned newspaper in its Texas Open Meetings Act lawsuit against the Calhoun Port Authority. The paper claims the taxing entity failed to notify the public properly of its intent to hire a lobbyist. The paper challenged the hiring but the port wouldn't repost the hearing or reconsider the hiring.

#### **10/24 *The Colorado Independent v. District Court for the Eighteenth Judicial District of Colorado***

We joined the Reporters Committee in supporting this online news organization seeking to unseal court records in a first-degree murder case. It petitioned the U.S Supreme Court after the Colorado Supreme Court affirmed the denial of its motion to unseal various court filings in the murder case. The Colorado Supreme Court's decision significantly restricts journalists and the public from monitoring the judicial system.

#### **11/8 RCFP Amicus Brief -Nat'l Prescription Opiate Litigation**

We supported HD Media, a Huntington, WV-based publisher of daily and weekly newspapers and magazines, and the *Washington Post* as they moved to intervene and modify a protective order to get access to a database about opioid prescriptions and to unseal judicial records. This multidistrict litigation was brought by public entities from across the U.S. who have sued manufacturers, distributors, and retailers of prescription opiate drugs, alleging that they are liable for the costs of addressing the opioid public health crisis. HD Media and *The Washington Post* have appealed to the 6<sup>th</sup> Circuit to obtain access to a U.S. government database regarding opioid prescriptions, which was produced in discovery but is subject to a protective order. The government argues the entire database should remain confidential to protect law enforcement-sensitive information.

#### **11/9 *Sacramento Bee & The Record Searchlight***

We awarded \$2,500 to the *Sacramento Bee* and *The Record Searchlight* of Redding, California as they sought copies of search warrants and other public records in a kidnapping case. Usually, these documents are publicly accessible but the District Attorney fought to keep the records sealed for two years to protect an ongoing investigation that made national headlines when a 33-year-old woman disappeared while jogging. She showed up weeks later and told investigators she was abducted at gunpoint by two masked Hispanic women who cut her long hair, physically assaulted her, and seared a brand into her skin before ultimately releasing her. The papers reported details that conflicted with her story but two years later have no access to judicial records, which could vindicate local Hispanic residents marginalized by the kidnapping allegations.

### **11/13 Amicus Brief - Manuel Duran Ortega**

We signed onto an amicus brief before the 11<sup>th</sup> Circuit in the Manuel Ortega case. Ortega was arrested in Memphis in what appears to be retaliation for his reporting, and the government then moved to deport him.

### **11/15 *Anderson v WBNS TV***

We previously authorized \$2,000 (see last report) and joined the Ohio Association of Broadcasters in an amicus brief before the Ohio Supreme Court and now added \$250 to file a response after the plaintiffs filed a brief that mentioned the SPJ and RTDNA Codes of Ethics..

### **11/7 RCFP Amicus Brief - *Van Dyke v. Retzlaff***

We once again supported an Anti-SLAPP case appeal before the 5<sup>th</sup> Circuit concerning the applicability of the Texas anti-SLAPP statute -- the Texas Citizens' Participation Act ("TCPA") -- in federal court. This is the same legal issue raised in *Rudkin v. Roger Beasley Imports* above. Like before, the brief argues that the Texas anti-SLAPP statute should apply in federal courts.

### **11/28 RCFP Amicus - Jamie Kalven Exclusion Order**

We previously agreed to join an amicus brief to quash a subpoena to reporter Jamie Kalven. This action argues against the judge's order to ban Kalven from the courtroom in case he is required to testify. While it is typical for fact witnesses to be excluded from the courtroom before they testify, Kalven has been covering the cases for years and does not want to miss any of the proceedings, and we already have argued that he should not have to testify. This is a classic 1<sup>st</sup> Amendment versus 6<sup>th</sup> Amendment situation.

### **12/3 RCFP Amicus Brief - *Kent v. Hennelly***

We signed on an RCFP amicus brief to the U.S. Court of Appeals for the Sixth Circuit over "personal jurisdiction" in an online defamation case. Personal jurisdiction concerns whether a court has the power to hale an out-of-state defendant into court. Baker Hostetler litigated this issue 15 years ago in the Fourth Circuit and this amicus brief argues for the Sixth Circuit to adopt the Fourth Circuit's reasoning. The original *Young* case has been extremely helpful to news organizations and journalists who are sued in distant jurisdictions where they have no connection, and is currently the best authority on this issue in the federal appeals courts. It would be beneficial if the Sixth Circuit follows suit.

### **12/4 Journalist Austin Nolen Legal Expenses**

We awarded \$1,700 to Austin Nolen, who covers law enforcement and civil liberties for *The Declaration*, an online alternative news source in the Philadelphia area. The funds will cover legal expenses for an appeal by Delaware County to an order that they produce documents about using a FEMA grant to buy an armored vehicle designed for military use. Nolen submitted his records request in August 2014 under the state's Right-to-Know Law and has been fighting for the information ever since. The county's appealed two orders from the state Office of Open Records to release the materials. The county says disclosure would jeopardize public safety. The case could establish helpful precedent for increased transparency in homeland security funds.

### **12/10 Journalist Joshua Phillips Legal Expenses**

We awarded \$5,000 to support Joshua Phillips in his attempt to get records about President Trump's DHS appointees shutting down the Domestic Terrorism mission which analyzes hate groups and provide intelligence to Fusion Centers and federal, state and local police agencies. This is a classic FOIA case.

### **12/15 RCFP Amicus Brief - *Giuffre v. Maxwell***

We joined the RCFP in a case before the Second Circuit, US Court of Appeals to argue against the sealing of judicial records in a defamation lawsuit brought by one of the alleged victims of sex trafficking by financier Jeffrey Epstein. The *Miami Herald* filed a motion to unseal all of the sealed documents on the docket. The district court denied the *Herald's* motion to unseal, the newspaper appealed, and the appeal has been consolidated with another appeal we previously supported to protect public access to judicial records, particularly access to motion for summary judgment related documents. This case is also of significant national interest.

### **12/15 RCFP Amicus Brief - *NEPA Freethought Society v. County of Lackawanna Transit System ("NEPA v. COLTS")***

On the same day we joined an amicus in the US Court of Appeals for the Third Circuit on behalf of the Northeastern Pennsylvania Freethought Society ("**NEPA**"), an atheist organization that challenged the County of Lackawanna Transit System ("**COLTS**") advertising policy as unconstitutional under the First Amendment. COLTS's policy bans certain advertisements based on their content, including those with a religious or political nature. The district court upheld COLTS's policy, finding that the transit system's advertising space is not a public forum and is viewpoint neutral. The brief argues that COLTS's policy could prohibit advertisements by news media and is tantamount to an unconstitutional "heckler's veto" because it relies on the potential reactions of third parties to justify restricting wide swathes of private speech on matters of public concern, and is unconstitutionally vague.

### **1/10 RCFP Amicus Brief - Duran Ortega**

We joined another amicus brief in the immigration matter of Manuel Leonidas Duran Ortega, a veteran journalist arrested in Memphis in what appears to be retaliation for his reporting. While the charges against him were dropped, the government is now trying to deport him. We previously signed on to two prior briefs in this case in support of Mr. Duran Ortega – first before the Board of Immigration Appeals and then in support of a stay of deportation before the 11<sup>th</sup> Circuit Court of Appeals. This brief supports Mr. Duran Ortega's appeal based on two arguments: 1) the increasingly dangerous conditions faced by investigative journalists in El Salvador; 2) the First Amendment principles that would be threatened if the Court allows Mr. Duran Ortega to be removed without further hearing.

### **1/15/2019 LDF/NFOIC grant to Reporter Elizabeth Regan**

We awarded \$1,500 to Regan in what began as a FOIA request on behalf of the *Rivereast News Bulletin*, a weekly newspaper owned by the Glastonbury Times, a small, family-owned newspaper in Connecticut. This case raises important issues at the crossroads of the integrity of

elections and freedom of information. Regan made a FOIA request to inspect ballots in a hotly contested 2017 local election where voting irregularities were alleged. The town and the Connecticut Secretary of the State denied her request, holding that state voter privacy laws trump state FOIA laws. The opinion also makes it easier for the state to carve out additional exemptions to the FOIA law by relying on other statutes that were not meant to address public disclosure issues. Regan is appealing.

**1/22 RCFP Amicus Brief - Federal Circuit PACER fees case (*Nat'l Veterans Legal Servs. Program v. US*)**

We previously supported this class action on PACER Fees in District Court and now support it on appeal.

The parties argue that the federal judiciary is overcharging for access to the federal court electronic filing system, PACER. The statute that established the system states that the judiciary can charge fees for accessing documents on PACER, but the amici side with the plaintiffs in arguing that the statute limits use of the fee revenue only for covering the costs of operating the system. In fact, the judiciary has been collecting millions of dollars in excess of its expenses for the PACER system and using the funds for other purposes. This case seeks to reduce the costs for accessing public filings to the actual cost, as required by statute.

**1/26 *Mann v. National Review/CEI***

We signed onto a letter to the District of Columbia Court of Appeals asking to rehear an appeal by the *National Review* and other defendants in a libel case pending before that court. We had previously joined an amicus brief in this case. The panel then issued its ruling in December 2016, creating terrible precedent for libel law regarding actual malice and opinion/fair comment in the District of Columbia. The part on the law of opinion appears to gut an extremely favorable pro-First Amendment in *Moldea v. NY Times*. The letter asks for a rehearing before all the judges on the Court.

**1/27 RCFP Amicus Brief - *CNS v. Yamasaki***

We joined another amicus brief in a Courthouse News Service (CNS) case as it litigates against court clerks who fail to make the filings of civil complaints immediately available to the public. The brief argues that the right of access attaches when the complaint is filed, and the clerk should not be permitted to delay public access to the complaints and other initial filings in the case. Timely access is a core First Amendment principle and particularly important for journalists working on deadline.

**2/4 *Bradley v. Ackal* - RCFP & Brechner Center Amicus Brief**

We joined an amicus brief and awarded \$2,100 to the *Advocate* newspaper and KATC-TV in a case before the 5<sup>th</sup> Circuit. The media outlets were seeking access/disclosure of the amount of a settlement between the family of a victim killed by the police from a Louisiana Parish Sheriff's office. The brief supports the efforts of the *Advocate* newspaper and KATC-TV, raising a number of points emphasizing the importance of the First Amendment and common law right of access. This matter has particular national significance given the on-going public debate relating to deaths caused by police officers.

## **2/8 “Protect Free Speech Coalition”**

We joined the “Protect Free Speech Coalition” in Texas, formed to help protect the Texas Citizens Participation Act (“TCPA”), which is the Anti-SLAPP statute in Texas, and one of the strongest in the country. There is a movement now under way (led by plaintiffs’ lawyers) to substantially weaken it.

Anti-SLAPP has been a powerful tool for journalists and news organizations in fighting back against meritless defamation lawsuits. Dozens of media defendants in Texas have obtained early dismissal of cases under the TCPA as well as an award for legal fees and sanctions against plaintiffs who bring non-meritorious claims. The major revisions sought by the plaintiffs’ bar will eviscerate the effectiveness of the anti-SLAPP provisions of the TCPA and may encourage copycat attempts at repeal in other states.

## **2/12 Cochise County Attorney v. David Morgan**

David Morgan, a blogger/journalist, runs a website and Facebook page covering courthouse and law enforcement in Cochise County, Arizona. He’s fighting an injunction from the county attorney to force him to remove a grand jury transcript in a murder case. Morgan posted the transcript after the defendant’s lawyer publicly filed a motion that attached the transcript as an exhibit. Grand jury proceedings usually are secret, but the filing remained publicly available for eight days before the court sealed the documents. Morgan got the transcript during that time and posted it online. The county sued Morgan for a preliminary injunction to take down the transcript. We joined the First Amendment Clinic at Arizona State University and the ACLU in arguing that the injunction is equivalent to a prior restraint on speech, that the requested restraint is unconstitutional, that the statute that the county is relying on – that prohibits disclosure of grand jury information – does not apply to the press or public who obtain the information through lawful means; and that the county has not satisfied the high burden for establishing a preliminary injunction.

## **2/26 Drone case - Uniform Law Commission (ULC)**

We continued as part of a media coalition submitting comments to the Uniform Law Commission (ULC) regarding a proposed law to regulate small, unmanned aircraft systems - i.e. drones. The ULC drafts uniform legislation for the states, DC, and territories to adopt. The main issue addressed by the comments by the media coalition is removal of a provision in the draft Act that provided for an express exemption for conduct protected by the First Amendment. For example, a drone capturing video from public airspace of events in a public space for newsgathering purposes automatically would be protected under the prior version of the Act. The revised provision removes the express protection, which will likely make it harder to obtain speedy dismissal of litigation brought under the Act.

**DATE:** March 2019  
**FROM:** Lynn Walsh, Ethics Committee Chair  
**FOR:** SPJ Board of Directors



### **March 2019 Ethics Committee Report**

**About:** This committee's purpose is to encourage the use of the Society's Code of Ethics, which promotes the highest professional standards for journalists of all disciplines. Public concerns are often answered by this committee. It also acts as a spotter for reporting trends in the nation, accumulating case studies of jobs well done under trying circumstances.

**Who:** Eleven journalists based in cities throughout the country sit on the committee. The committee is chaired by Lynn Walsh the Assistance Director of the Trusting News project and a freelance journalist. The other committee members are: Lauren Bartlett, Fred Brown, David Cohn, Annie Culver, Elizabeth Donald, Mike Farrell, Paul Fletcher, Michael Lear-Olimpi, Chris Roberts, Alex Veeneman.

**What:** The SPJ Ethics Committee is working toward its mission by participating and leading the following programs:

- **SPJ Ethics Hotline:** Responding to ethics inquiries received through the ethics hotline is one of the most rewarding and interesting projects I have had the pleasure of leading. Since October 4, 2018, SPJ has received close to 100 inquiries from working journalists, the public and students. I think this service is one of the most under-advertised tools that SPJ offers. The people who call in are extremely grateful for the support and advice. "Thank You SO MUCH for this clarification, I'm so grateful, I had no idea I had to ask for it and it wasn't automatic," one of the individuals said after receiving feedback through the hotline. "Thank you so much for taking the time so quickly. I shared your responses with the newsroom and it resulted in a thoughtful and honest discussion. We all learned something and agreed we would handle things differently moving forward. I'm saving your responses to discuss with future employees at this station, and with journalism students when I do college visits," another said. I really feel this hotline is at the core of what SPJ's core values are and would like to see it more widely shared. I think this hotline is something SPJ should be proud of and it would be great to see if there is a way to get it funded to support the time and effort the volunteers commit to it.
- **Public Training Program:** Half of the committee is working on creating a 45-minute presentation that would use the SPJ Code of Ethics to explain how journalism works and what journalists do to the public. We have a rough draft of the presentation and are hoping to finalize it and launch it during SPJ's Ethics Week in April. Once the presentation is finalized, the committee will help SPJ market the presentation. The idea is that members of the public would request this training and SPJ members would lead the presentations.
- **Quill Magazine/Website:** The committee is working with SPJ Quill Editor Lou Harry to create monthly columns for the SPJ Quill website and possibly the print magazine. The idea is to apply the SPJ Ethics Code to news topics. Some of these may take on themes or common questions we are receiving through the SPJ Ethics Hotline while others may

dissect an actual event, weighing in on how journalists did a good or bad job ethically covering the issue (like news coverage of a natural disaster or an election.) We are considering calling it “Applying the Code,” and committee members would take turns writing the columns.

- SPJ Ethics Week: The committee is working with Jennifer Royer on a plan for Ethics Week 2019. The events would include securing the billboards in Times Square, launching the public training program, a webinar focused on conflicts of interest, a possible Twitter chat and a Facebook Live event.

- #EIJ19: The committee has submitted several proposals for the 2019 Excellence in Journalism Conference. We are prepared to present these sessions and hope that they are selected.

**DATE:** April 4, 2019  
**FROM:** Colin DeVries, Membership Committee Chair  
**FOR:** President Alex Tarquonio and SPJ Board of Directors



## Memorandum

### Executive Summary

Upon being appointed chair, I looked to reactivate the SPJ Membership Committee after an extended period of inactivity. I found many members did not want to continue due to other commitments so I set out to reconstitute the SPJ Membership Committee. My goal is to recruit a committee member to represent each of the 12 regions. It has been slow to recruit since few have stepped forward after repeated calls for nominations to regional directors and coordinators. Currently, there are only three members of the committee, including myself. With a few more members I hope to accomplish the following goals—most of which had been projects during Robyn Sekula’s tenure—in coordination with headquarters staff.

### Goals

- Updating our invoices (this ties in with the database and requires working with a third-party vendor)
- Implement the series of onboarding e-mails developed by Robyn and headquarters staff. The idea being that new members are getting an e-mail from SPJ each month that tells you about how to get involved, tools available, etc. This also will involve a dedicated place on our web site to read about options by classification - such as "I'm a student, what does SPJ offer for me?" etc.
- #SPJ4all social campaign. For fall so students can participate. Collaboration with Diversity Committee.
- A "please join us again" letter to go to lapsed members. Robyn Sekula wrote one. This will be a printed letter for retirees and an e-mail for everyone else. We did this years ago and it was quite successful and not costly.
- A potential date for an "ask a friend to join SPJ" campaign.
- Social campaign promoting benefits to members – Perhaps a “How SPJ Helped Me” campaign with different member stories (#humansofspj)
- Updating our marketing materials for members.



**DATE:** March 18, 2019

**FROM:** Andy Schotz

**FOR:** SPJ Board of Directors



### **Midyear report**

The Awards and Honors Committee is: Andy Schotz (chairman), Sue Kopen Katcef of the University of Maryland, Heather Lovett Dunn of the Cronkite School at Arizona State University, Jay Evensen of Deseret News, Jason Parsley of the South Florida Gay News and freelance journalist Alex Veeneman.

- This was a challenging year for awards because of turnover at SPJ headquarters. A new awards coordinator didn't stay long on the job before leaving. The vacancy came at the start of the awards season.

The entry numbers for the Mark of Excellence Awards suffered during the transition, as important tasks were neglected. But we rallied after Matthew Kent was hired as awards coordinator and former awards coordinator Christine Cordial was temporarily hired back as a consultant.

- We lagged a bit with the Sigma Delta Chi Award entry numbers, too, for similar reasons, but also had a strong finish and did OK.
- The number of entries for the New America Award fluctuates from year to year — there is no trend. Judging will conclude in May. The judging panel includes representatives from the SPJ Foundation, SAG-AFTRA, JAWS, NABJ and NAHJ.

This year's figures for entries were:

- SDX: 1,181 for 2018, which is this year's contest (1,189 for 2017; 1,341 for 2016; 1,467 in 2015; 1,652 in 2014)
- MOE: 3,340 for 2018 (4,002 for 2017; 3,502 for 2016; 4,062 in 2015; 4,158 in 2014)
- New America: 65 for 2018 (126 for 2017; 76 for 2016; 91 in 2015)

- Judging for the Kunkel Awards for video game journalism is in progress. Results will be announced next month. Region 3 Director Michael Koretzky created the contest and SPJ helps promote it. There were 128 submissions this year. The first year, in 2016, there were 381.
- A main focus for the committee and the awards team at HQ this year was trying to address flaws in our entry and judging process. We worked harder to fix problems with entry eligibility. Too often, we run into a snag when an entry progresses through registration and early judging only to get flagged late in the process as possibly ineligible (i.e., pro assistance for an MOE entry; the wrong circulation division for SDX; the wrong region for MOE).

We came up with an enhanced vetting process from start to finish. It helped this year. Still, there were a few problems in carrying out the vetting with some judges. It might have been tied to the gap in oversight while we were between coordinators.

- The committee again put off the possibility of a survey of entrants, past entrants, advisers and judges and possibly get insight into any dropoff in entries. There was too much upheaval at HQ this year to carry out the survey when we wanted. We will return to it later in the year.
- New this year is a separate podcast category for both SDX and MOE. We received 60 entries for MOE and 28 for SDX. We are considering including 360 video or similar technology as a category next year.
- We will again do an annual top-to-bottom review of contest entries and categories to see what improvements, additions or subtractions we should make.
- In 2018, for the third time, SPJ helped the Family Travel Forum with its annual Teen Travel Writing Scholarship competition. I was one of the judges.

<https://myfamilytravels.com/family-travel-forum-announces-winners-of-its-2018-teen-travel-writing-scholarship/>

Respectfully submitted,

Andy Schotz  
Chairman  
SPJ Awards and Honors Committee

**DATE:** March 10, 2019

**FROM:** Rebecca Aguilar

**FOR:** SPJ Board of Directors



As the new chair of the SPJ Diversity Committee, my goal was to revamp the committee, fellowship and social media outreach. We are right on track.

## **THE COMMITTEE**

The committee today consists of seven members, only two are from the old committee:

Rebecca Aguilar, Chair, Freelance reporter  
Ivette Davila Richards, Vice Chair, Freelance journalist, *Fox News*  
Jason Parsley, Executive Editor, *South Florida Gay News*  
Dr. Tracy Everbach, Journalism professor, University of North Texas  
Janet Cho, Business Reporter, *The Plain Dealer*  
Eleanore Vega, Los Angeles Bureau Chief, *CBS News*  
Adrienne Broaddus, Anchor/Reporter, *KARE-TV*

## **THE FELLOWSHIP**

We have revamped the application and updated the description on our website for our SPJ Diversity Fellowship. Here is our timeline to get our fellows chosen for 2019 EIJ:

March 15- Launch Diversity Fellowship application to public. Website will also be updated.  
May 3 - Deadline for Diversity Fellowship applications  
May 10- Judging will start by three selected judges.  
June 24 - Announcement of six Diversity fellows.  
June to September- promoted our fellows via SPJ Diversity Twitter and Facebook. SPJ will help too.

## **FELLOWSHIP PROGRAM AT EIJ 2019**

After the feedback from last years fellows we decided to keep the fellowship program for 2019 organized, informative, flexible and simple. We plan to have a “Meet and Greet” the day they arrive. We also plan to have “Breakfast with the fellows” in the mornings with speakers and in the afternoon have an “Aha” Moment Session where they discuss what they got out of the day.

The goal is to give the fellows a road map, mentors but not micro-manage their every move. They get to go to the panels and workshops they feel will benefit their journalistic needs. They will also be attending the SPJ Awards banquet.

## **SPJ DIVERSITY SOCIAL MEDIA**

We're doing our best to grow, engage and keep the public informed via our social media platform which include Facebook and Twitter. We will also use these platforms to keep everyone informed before, during and after the 2019 EIJ conference.

Thank you to Alison Bethel McKenzie, Matthew Kent and Basharat Saleem for their help to make this happen.

Date: April 13, 2019

To: SPJ board

From: Matthew T. Hall, SPJ secretary-treasurer

Re: Board Policy Review Task Force

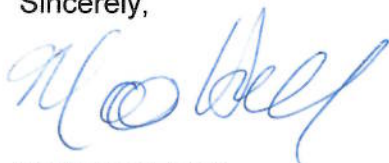
Earlier this year, SPJ President Alex Tarquinio created a task force to inventory the SPJ board's current policies, recommend potential updates and publish all of the policies on our website. The task force includes me as chair, Regional Director Andy Schotz, At-Large Director Lauren Bartlett, former At-Large Director Bill McCloskey and Regional Coordinator Kathryn Jones. Our work was quickly put on hold when I was later asked to lead the Executive Director Review Task Force. With that work done, I now expect the policy review group's report to be completed by August, so board members can review changes and vote on them in San Antonio in September.

My hope is that we convene our first meeting in May to begin working in earnest. To date, I've begun combing through two decades of meeting minutes on our website to identify our existing policies and worked with staff to collect many of them, ranging from a conflict of interest policy and a whistleblower policy to a voting transparency policy and a discretionary spending policy.

In coming weeks and months, the task force will compile, review and update these board policies, and present any potential updates to the full board for its consideration at EIJ19. New and existing policies would then be posted to one spot on our website in short order.

If you have suggestions for policies the board should amend or adopt, please let me know by email as soon as possible. If you have old policies lying around in garages or digital folders, we'd love to see them so we ensure we have as many of our existing policies as possible.

Sincerely,



Matthew T. Hall

**DATE:** April 12, 2019

**TO:** SPJ Board of Directors

**FROM:** Larry Messing, Director of Development

**RE:** EIJ Program Committee Report



This year's EIJ Program Committee is being chaired by Patti Gallagher Newberry (SPJ) and Terrence Shepherd (RTDNA)

Over the last two months, the EIJ Program Committee has meet to review about 150 program and idea submissions for this year's Excellence in Journalism Conference. The committee is comprised of representatives from EIJ, RTDNA and NAHJ. For the most part, NAHJ has been completing their own slate of programs (which are open to all attendees) but has been participating on the phone calls to ensure strong communication between the groups.

After much work, the committee has neared its final list of 40 great programs during the conference. In addition, each participating organization will produce its own super session. The next step is reaching out to those that submitted these programs to let them know their program was approved and to confirm that they are still interested in producing it.

**MEMORANDUM**



**DATE:** April 13, 2019  
**FROM:** Alison Bethel McKenzie, Executive Director  
Basharat Saleem, Director of Conferences and Events  
**FOR:** SPJ Board of Directors  
**SUBJECT:** EIJ locations for 2021, 2022 and 2023

It is with pleasure that we submit this report detailing the selection process and cities for the SPJ conventions in 2021, 2022, and 2023. Basharat led a comprehensive search in more than 20 cities and 60 venues for the perfect spot for our annual convention.

After careful evaluation, we are recommending the following cities and venues for the 2021, 2022 and 2023 Excellence in Journalism (EIJ) conferences. Among the factors that were considered while making this decision are EIJ history, hotel room costs, ease of travel, meeting space, food and beverage (F & B) minimum and other event planning factors.

We also selected the cities and prepared this report with the assumption that these conventions will likely not include a partner. If we are able to partner, it will likely be with a much smaller organization.

We believe that the cost of hotel rooms is an important factor and is connected to the overall conference attendance. A lower room rate encourages attendance as it reduces the overall funds needed for an individual to attend the conference. In addition to the hotel room rate, the overall conference programming and value should be enhanced so that we can have better attendance, more expo booths & sponsorships, and a better overall value for our members and attendees.

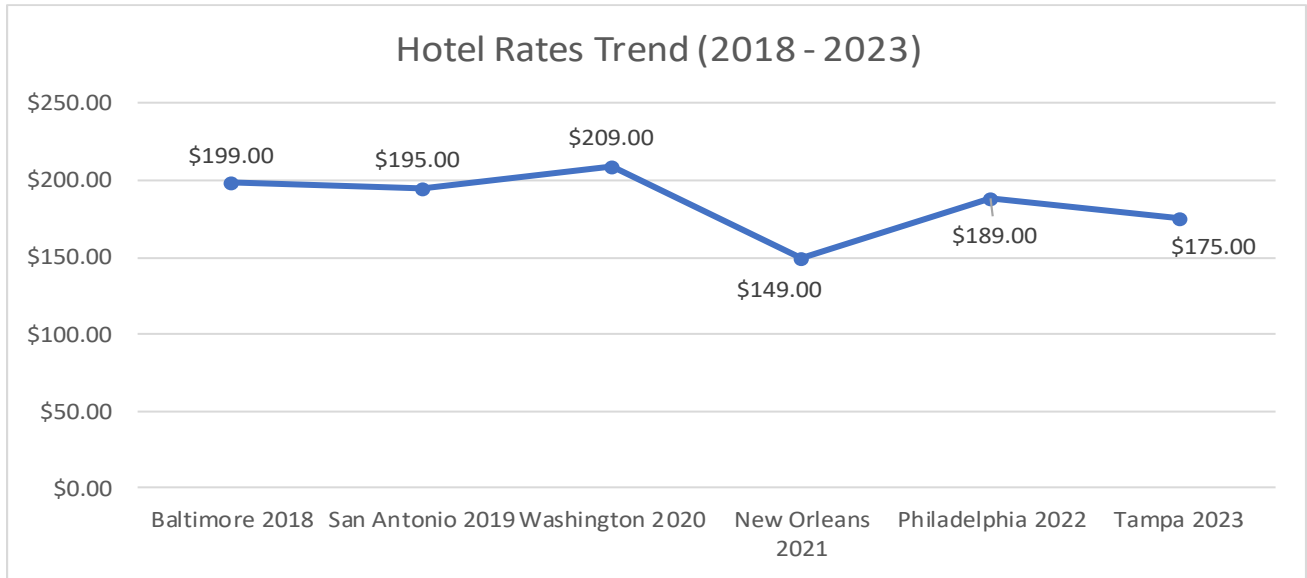
**Current Conference Hotel Room Rate and Food and Beverage (F&B) Minimum**

EIJ average 4-year hotel room rate	\$ 198 (2018 - 2021)
EIJ average 4-year hotel food and beverage minimum	\$ 50,000 (2018 - 2021)

**New Hotel Rate and F & B for 2021, 2022, and 2023**

EIJ average hotel rate for 2021, 2022, 2023	\$ 171 (14% reduction)
EIJ average F & B minimum for 2021, 2022, 2023	\$ 25,000 (50% reduction)

## Hotel Rates Trend



## 2021 EIJ Conference NEW ORLEANS



We are recommending **Hyatt Regency New Orleans hotel for the 2021 EIJ conference**. The last time SPJ/ EIJ was in New Orleans was 2016.

Date	August 24 - 29, 2021
Room rate	\$ 149 compared to current average of \$ 198 (A 25 % rate reduction)
F & B Minimum Meeting Space	\$ 25,000 compared to current average of \$ 50,000 (A 50% reduction) Complimentary (with 80% room block pick-up)
Hotel Address	601 Loyola Avenue, New Orleans, LA 70113



Location                      Downtown New Orleans

**Hotel Features Include:**

- 1193 guest rooms with 95 suites
- 200,000 SF meeting space
- 70 breakout rooms
- 2 GB meeting space internet capability
- AAA Rating: 4 Diamond
- On-site FedEx Business Center
- About a mile from Historic French Quarter with streetcar located in front of the hotel

**Hotel website:**

[https://www.hyatt.com/en-US/hotel/louisiana/hyatt-regency-new-orleans/msyrm?src=corp\\_lclb\\_gmb\\_seo\\_nam\\_msyrm](https://www.hyatt.com/en-US/hotel/louisiana/hyatt-regency-new-orleans/msyrm?src=corp_lclb_gmb_seo_nam_msyrm)

**Potential Media Partners:**

Times Picayune

**NOTE:**

We understand that it would cost about \$ 30,000 to cancel the contract at Minneapolis but by moving the conference to New Orleans we will see a likely increase in attendance as well as exposition which will bring more revenue. The hotel rate in New Orleans is \$ 149 compared to \$ 189 in Minneapolis (25% lower rate). We think that there is a risk of lower attendance in Minneapolis which may result in a greater loss.



**2022 EIJ Conference**

**1. PHILADELPHIA**



We have an option of **Philadelphia Marriott Downtown hotel for the 2022 EIJ conference;** however, this proposal is still under negotiation.

Date	August 29 – September 5, 2022
Room rate	\$ 189 compared to current average of \$ 198 (A 4.5% rate reduction)
F & B Minimum	\$ 25,000 compared to current average of \$ 50,000
Meeting Space	Complimentary (with 80% room block pick-up)
Hotel Address	1200 Filbert Street, Philadelphia, PA 19107
Location	Heart of downtown Philadelphia

**Hotel Features Include:**

- 1408 guest rooms & suites
- 92,000 SF meeting space
- Flexible meeting space
- Internet capability in all areas
- AAA Rating: 3 Diamond
- Close to all historic site

**Hotel website:**

<https://www.marriott.com/hotels/travel/phldt-philadelphia-marriott-downtown/>

**Potential Media Partners:**

*Philadelphia Daily News* and *Philadelphia Inquirer*  
Lenfest Institute for Journalism / Lenfest Foundation  
Temple University and other schools



**2. BOSTON**

We have an option of **Westin Boston Waterfront** hotel for the 2022 EIJ conference.

Date	August 23 – August 28, 2022
Room rate	\$ 209 compared to current average of \$ 198
F & B Minimum	\$ 25,000
Meeting Space	Complimentary (with 80% room block pick-up)
Hotel Address	425 Summer Street, Boston, MA 02210

**2023 EIJ Conference**

**TAMPA**



We are recommending **Tampa Marriott Water Street hotel for the 2023 EIJ conference.** Last time the conference was held in Tampa was 2003.

Date	September 5 - 10, 2023
Room rate	\$ 175 compared to current average of \$ 198 (A 12% rate reduction from current average)
F & B Minimum	\$ 25,000 compared to current average of \$ 50,000
Meeting Space	Complimentary (with 80% room block pick-up)
Hotel Address	700 S. Florida Avenue, Tampa, FL 33602
Location	Downtown Tampa

**Hotel Features Include:**

- 1246 guest rooms & suites
- 175,000 SF meeting space
- Riverwalk Activities
- Internet capability in all areas
- AAA Rating: 3 Diamond
- Waterfront Activities

**Hotel website:**

<https://www.marriott.com/hotels/travel/tpamc-tampa-marriott-water-street/?scid=bb1a189a-fec3-4d19-a255-54ba596febe2>

**Potential Partners:**

- The Poynter Institute
- *Tampa Bay Times*
- *Tampa Tribune*

- SPJ Florida Chapter



**Our 6-year EIJ pattern would be:**

EIJ 2018	Baltimore
EIJ 2019	San Antonio
EIJ 2020	Washington DC
EIJ 2021	New Orleans
EIJ 2022	Philadelphia (or Boston)
EIJ 2023	Tampa

**AGENDA**  
**SOCIETY OF PROFESSIONAL JOURNALISTS**  
**FINANCE COMMITTEE MEETING**  
**INDIANAPOLIS**  
**DATE: APRIL 12, 2019**  
**TIME: 4 p.m. – 6 p.m. EST**

1. Call to Order – *Hall*
2. Roll Call – *Hall*
  - a. Kopen Katcef
  - b. Hall
  - c. McCloskey
  - d. Newberry
  - e. Schotz
  - f. Tarquinio
3. Review of annual audit
4. Review of past two quarterly reports
5. Review of expenses and travel
6. Review of and vote on next fiscal year budget
7. Adjournment

## MEMORANDUM



**DATE:** April 5, 2019  
**FROM:** Alison Bethel McKenzie  
**SUBJ:** Financial report for first six months of FY19  
**FOR:** SPJ Board of Directors; SPJ Finance Committee

### **Balance Sheet As of 1.31.2019**

- SPJ has just over \$2,000,000 in assets and \$842,000 in liabilities. Note that the convention 2018 accounting had not been completed as of 1.31.2019 so all of those liabilities will remain on the second quarter balance sheet until we have settled with our partner.
- As of 1.31.2019 SPJ was owed a significant sum of money from SDX for operational expenditures (\$432,559), Grants (\$78,000) and pass through items like the Scripps Howard Grant from 2018 (\$70,000). SPJ also owes SDX for funds received (mostly Google funds) and the net amount of what is owed from SDX to SPJ as of 1/31/2019 is \$304,844.18. We have requested the SDX Treasurer to liquidate assets to cover this due to due from. There will always be amounts owed as SPJ handles all payroll so the majority of what is owed on the operational side relates to that, **including the salary for Journalist on Call**, but money had not exchanged hands in over a year so this settlement is larger than normal.
- SPJ has unrestricted investments of \$322,028; an additional \$180,683 designated for the Forever Fund and \$73,641 in LDF Funds.
- From a liabilities perspective, SPJ owes SPJ Foundation \$220,250 for Google funding SPJ received. This will be taken in account when we do a complete request for monies owed as described above.
- As indicated earlier, the Convention 2018 accounting was still being processed after the 1.31.2019 date so those liabilities owed to RTDNA will have changed by the next quarterly report.
- There is a liability on our books named “Deferred Membership Revenue”: this is an accounting entry only that is adjusted at the end of every year to make our financials GAAP compliant. It does not impact the actual membership figures shown on the profit and loss statements you will be seeing.

## Profit and Loss with Prior Year Comparisons for the Six Months Ending 1.31.2019 and 2017

- Upon reviewing the internal financial accounting software, it was determined that the 2018/2019 budget was not entered into the computer system which would have allowed us to provide budget to actual reports. It is a time-consuming venture and we were not able to get this in prior to the issuance of these statements. As such, I selected what I thought were the most important numbers and hand keyed those into this report in a column named "Select accounts, YTD 2019 Budget". As I said I am hoping to have the budget entered in soon.
- The profit and loss of **unrestricted** activity was ran for the first six months of current fiscal year ending in July 2019. This report reflects activity from 8.1.2018-1.31.2019 and includes previous year comparisons. I wanted to put this in to give you some perspective on where we were as of 1.31.2019 since we did not have all the budget figures to compare, so I included the same information for the prior year, during this same three-month period. A word of caution, however, in that the convention figures vary widely from year to year depending on what city they are in, when exactly they occur, etc. but at least it gives you some perspective.
- Association Management Revenue: revenue was down considerably when compared to the previous year, and a large part of that (\$50,000) was because of losing two significant Association Management Clients. RTDNA and NAHJ. Alison is making headway in trying to make up this loss of clients and just signed up the American Society of News Editors and their Foundation as a client. The budget for this revenue figure as of 1.31.2019 was \$68,942.50, we were short by \$17,490
- Membership Revenue: Current year membership revenue is approximately \$25,000 below both budget and prior year. The biggest area is Professional Membership. Part of this negative variance is a result of the attrition we have seen in overall journalism, and part of it is timing as we start gaining more headway on lapsed memberships.
- Convention 2018 Revenue: From a budget perspective, registration fees exceeded budget, sponsorship revenue is was right on target with expectations. Keep in mind again that convention 2018 accounting had not been closed as of 1.31.2019
- Expenses: Overall, expenses were down \$23,000 compared to last year. Part of that was a concerted effort to reduce fees.



- Salaries are \$12,000 over budget for the first six months. This overage is expected to decrease as personnel changes were made.

**Profit and Loss: Forever Fund and LDF**

- This report merely shows you summary activity in the two restricted funds we have. As you can see, the LDF fund paid out \$16,482 in legal fees. There were no distributions from the Forever Fund as of 10.31.2018. We have had a number of payouts but were late on them and so they should show up in the second quarter.
- Both funds did receive in donations although both had unrealized losses for this period commensurate with the market.

So, for the \$194k deficit, the original budget was projecting a \$41k deficit. SDX awards revenue and continuing MOE awards revenue will help with lowering the deficit amount. To put it in perspective, last year for the third quarter SDX awards revenue was over \$100k. The awards revenue in the quarter we are in – provided it goes smoothly – will help alleviate this deficit. Typically, our worst quarter for revenue in any year is the second one. Also, we will have more Assoc Mgt revenue to bill with ASNE and SFJ.

## MEMORANDUM



**DATE:** April 6, 2019  
**FROM:** Alison Bethel McKenzie, Executive Director  
**SUBJECT:** Proposed SPJ Budget for Fiscal Year 2020  
**FOR:** SPJ Board of Directors / SPJ Finance Committee

Included with this cover memorandum is the proposed budget for SPJ for the Fiscal Year ending July 31, 2020.

As you review this information, please remember that the numbers presented represent staff's "best guess" based on fixed expenses, estimates, historical data and trends. We do our best to stick to it, but we always adjust one way or another depending on what the year brings. The budget should be reviewed as a guide, not an absolute that restricts the Society from doing important work.

The budget presented here represents a balanced budget with a very nominal surplus. It also represents headquarters efforts to reel in costs for a second year.

To balance the budget, I cut one staff position – that of Deputy Director. It is my hope that we exceed expectations and can revisit that position later. The responsibilities of that position have largely been taken over by the Executive Director with some smaller tasks distributed among two other staffers.

Something to think about as you read through these materials: SPJ has consistently added additional programs and services over the past decade. We have in some ways become a jack of all trades. I agree with the previous Deputy Director in her assessment that "it is an important time for leaders to explore the value of all our programs and services and evaluate their future, as well as thoughtful discussion about revenue streams." It is our hope that embarking on a strategic plan and completing that plan will allow us to forge a new path for the organization that will result in a more modern, nimble, impactful and relevant SPJ.

Finally, the proposed budget has a 3 per cent increase in membership dues, which will give us an additional \$8,797.68 in income. Note, however, that with the retrenchment of the journalism industry we have accounted for a 3 per cent decline in membership as well.

### **BUDGET PROCESS**

Each staffer prepared the preliminary budget for his or her department. Meetings were held to identify any potential gaps of places where we could recognize savings without impacting programs and services. Staff CFO Jake Koenig and I oversaw the process to make sure the assumptions were realistic and that all the numbers tied out in the end.

## **UNDERSTANDING THE BUDGET**

Below is an explanation of the larger variances when comparing the proposed FY2020 budget to the FY2019 budget that was adapted last year. Please keep in mind that the goal is always to present a balanced budget, and we accomplished that.

Please keep in mind as you look at last year's column: There are budgeted figures that were adopted. They are not amounts that SPJ spent or made. We are only half way through FY2019, so actual figures are not available. This is simply meant to give you an idea of how this budget compares to the prior-year budget.

Also note that the budget approved last year was approved with a deficit of \$41,000. Our goal continues to be to lower, and if possible, get rid of the deficit altogether.

## **REVENUE VARIANCES**

I have only addressed variances that exceed \$5,000, but Jake and I are happy to answer questions about any line item.

## **ASSOCIATION MANAGEMENT**

The budget for FY19 included the fee for NAHJ to join us at EIJ19. In FY2020, NAHJ will have a joint convention with NABJ.

The Association Management line in FY2019 also included revenue from NAHJ, RTDNA, RTDNAF and ACES. We no longer have NAHJ and RTDNA as clients and we only handle ACES social media and no longer its conference. This line item represents a conservative estimate of bringing on two new clients in addition to the new client we brought on in March 2019.

This line also includes a modest 2 per cent increase in association management fees for ACES and JAWS.

## **AWARDS REVENUE**

The awards revenue reflect the four-year average.

## **CONTRIBUTIONS/GRANTS/SPONSORSHIPS**

We are estimating this income based on an aggressive fundraising campaign, including increased contributions associated with the Society's 110<sup>th</sup> anniversary. This income line includes sponsorship from EIJ, grants and a fundraising goal of \$76,000.

## **MANAGEMENT FEE**

This line includes \$13,600 in administration fees from the new Ted Scripps Emerging Leaders Institute

## **MEMBERSHIP DUES**

The membership dues income reflects a 3 per cent increase in membership dues and an equivalent decrease in membership.

#### **MERCHANDISE SALES**

This reflects the sale of 110<sup>th</sup> anniversary lapel pins and additional merchandise from our website.

#### **REGISTRATION FEES**

This increase reflects an increase in registration fees from EIJ19, largely because we will have three partners at the convention and when we have three partners, and one of them is an affinity group, we tend to have greater attendance. It also includes registration fees for participants in the Ted Scripps Emerging Leaders Institute, as paid for by Scripps.

#### **EXPENSE VARIANCES**

I have only addressed variances that exceed \$5,000 but am happy to answer questions about any line item.

#### **BOARD RELATED EXPENDITURES**

In the FY19 budget, board-related expenses included \$6,000 for a January event for the board president. There will be an event in FY2019, but it will be at the end of April and funding was secured for the event. The \$6,000 has been removed from the FY2020 budget.

#### **CAPITAL IMPROVEMENTS**

In September 2019, the Society of Professional Journalists Foundation granted SPJ \$30,000 for capital improvements to our building. We will spend about \$15,000 in FY2019 and the remainder during FY2020. The \$15,000 is reflected in income, so essentially the figure is “in-and-out.”

#### **EMPLOYEE TRAVEL/MEALS**

This increase includes an increase in travel for the executive director and the development director, largely for fundraising, conferences and site visits for the convention. Some \$15,000 was budgeted for the latter. This budget line also includes limited staff travel for association management.

#### **EVENTS, MEALS AND BANQUETS**

The increase reflects more accurate costs for the convention and Sigma Delta Chi Awards. The FY2019 budget underestimated the costs of putting on both events. For example, the President’s Banquet at EIJ2018 in Baltimore was budgeted for \$8,000 but costs more than \$25,000.

**FACILITIES RENTAL**

This reflects lower costs for renting space for Google trainings as the new Google contract calls for training largely at conferences and events.

**OUTSIDE SERVICES**

There is an increase here to better reflect actual costs for outside services (mostly AV) for the convention and the SDX Awards. The FY2019 budget removed several crucial AV costs causing this line to be underfunded in relation to real costs.

**PARTICIPANT/SPEAKER TRAVEL**

This cost reflects travel/accommodation/food costs for participants in the Ted Scripps Emerging Leaders Institute program.

**SALARIES**

Under this proposed budget with a 2 per cent cost of living increase. The FY2019 budget reflected a 3 per cent increase across the board for staff, as it had in all previous years; however, the 3 per cent was not paid out due to the deficit.

Most importantly, the salaries line reflects one less employee – the Deputy Director. It is my hope that we can bring in more income so that this position can be filled. We also have the option of seeking funding for the position, which we will explore.

**SOFTWARE MAINTENANCE/UPGRADES**

The increase reflects the switch over to a much-needed, new database system. The switch to Blackbaud will occur in FY2019.

Composite View

<b>Society of Professional Journalists</b>				
<b>Proposed Budget Fiscal Year 2020</b>				
<b>Revenue</b>	<b>Proposed Budget FY 2020</b>		<b>Adopted Budget FY2019</b>	<b>Variance</b>
Advertising Revenue	\$ 33,600.50		\$ 21,000.00	\$ 12,600.50
Association Management	\$ 73,147.00		\$ 137,885.00	\$ (64,738.00)
Awards Platform Sales	\$ -		\$ -	\$ -
Awards Revenue	\$ 188,000.00		\$ 172,712.50	\$ 15,287.50
Contributions/Grants/Sponsorships	\$ 347,347.45		\$ 256,093.45	\$ 91,254.00
Interest/Dividends	\$ 11,400.00		\$ 11,400.00	\$ -
Lease Management	\$ 23,112.00		\$ 25,112.00	\$ (2,000.00)
Membership Dues	\$ 302,074.61		\$ 367,614.30	\$ (65,539.69)
Merchandise Sales	\$ 21,825.00		\$ 21,250.00	\$ 20,575.00
Registration Fees	\$ 187,576.33		\$ 136,050.00	\$ 51,526.33
Royalties/Membership Benefits/Supplementary	\$ 15,240.00		\$ 16,240.00	\$ (1,000.00)
Management Fees	\$ 28,650.00		\$ -	\$ 28,650.00
Subscriptions Revenue	\$ -		\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 1,251,972.89</b>		<b>\$ 1,165,357.25</b>	<b>\$ 86,615.64</b>
<b>Expenses</b>				
401k Match	\$ 22,133.25		\$ 23,056.77	\$ (923.52)
401k Related Charges	\$ 1,705.19		\$ 1,821.08	\$ (115.89)
Advertising	\$ 6,000.00		\$ -	\$ 6,000.00
Audit/Accounting Fees	\$ 19,400.00		\$ 19,400.00	\$ -
Awards Merchandise	\$ 25,136.58		\$ 24,489.00	\$ 647.58
Banking/Investment Fees	\$ 360.00		\$ 360.00	\$ -
Board Related Expenditures	\$ 61,150.00		\$ 67,150.00	\$ (6,000.00)
Building Maintenance	\$ 9,846.88		\$ 12,447.56	\$ (2,600.68)
Capital Improvements	\$ 15,000.00		\$ -	\$ 15,000.00
Computer Services/Consulting/Maintenance	\$ 12,957.35		\$ 15,493.51	\$ (2,536.16)
Contributions/Grants/Awards	\$ 6,000.00		\$ 6,000.00	\$ -
Dues and Subscriptions	\$ 1,932.54		\$ 2,063.89	\$ (131.34)
Employee Education/Training	\$ 1,550.17		\$ 5,518.42	\$ (3,968.25)
Employee Travel/Meals	\$ 41,521.42		\$ 29,593.21	\$ 11,928.21
Employment Recruiting	\$ 2,583.62		\$ 827.76	\$ 1,755.85
Equipment Rental	\$ 3,404.07		\$ 3,463.36	\$ (59.29)
Events, Meals and Banquets	\$ 147,314.02		\$ 131,874.05	\$ 15,439.97
Facilities Rental	\$ 10,415.08		\$ 24,627.76	\$ (14,212.68)
Free Lance labor	\$ -		\$ -	\$ -
Grants	\$ -		\$ -	\$ -
Health Insurance	\$ 49,918.76		\$ 50,604.81	\$ (686.05)
Internet Connectivity	\$ 1,257.50		\$ 1,342.96	\$ (85.46)
Lease Management Related Ex.	\$ -		\$ -	\$ -
Legal Fees	\$ 29,453.22		\$ 31,454.97	\$ (2,001.76)
Liability Insurance	\$ 7,723.11		\$ 8,087.85	\$ (364.74)
Marketing	\$ 2,355.00		\$ 2,250.00	\$ 105.00
Merchant Fees/Credit Card Processing	\$ 29,000.00		\$ 25,000.00	\$ 4,000.00
Miscellaneous Expense	\$ 700.00		\$ 700.00	\$ -
Office Supplies	\$ 6,915.19		\$ 5,912.89	\$ 1,002.30
Outside Services	\$ 101,805.67		\$ 85,549.00	\$ 16,256.67
Participant/Speaker Travel	\$ 54,068.00		\$ 11,650.00	\$ 42,418.00
Payroll Processing	\$ 3,699.74		\$ 3,951.19	\$ (251.45)
Payroll Taxes	\$ 34,462.08		\$ 38,606.40	\$ (4,144.32)
Postage/Shipping	\$ 25,794.04		\$ 24,044.60	\$ 1,749.44
Printing	\$ 15,915.72		\$ 10,810.84	\$ 5,104.88
Registration Material	\$ 7,000.00		\$ -	\$ 7,000.00
Salaries	\$ 450,484.71		\$ 504,658.84	\$ (54,174.14)
Software Maintenance/Upgrades	\$ 20,268.09		\$ 13,671.92	\$ 6,596.17
Telephone	\$ 6,083.83		\$ 5,767.85	\$ 315.98
Utilities	\$ 9,179.60		\$ 11,590.88	\$ (2,411.28)
Website Expense/Maintenance	\$ 2,480.27		\$ 2,648.84	\$ (168.57)
Workers Compensation Insurance	\$ 793.02		\$ 830.47	\$ (37.45)
<b>Total Expenses</b>	<b>\$ 1,247,767.72</b>		<b>\$ 1,207,320.69</b>	<b>\$ 40,447.03</b>
<b>Net Change in Assets</b>	<b>\$ 4,205.17</b>		<b>\$ (41,963.44)</b>	<b>\$ 46,168.61</b>

Budget composed of three major expense categories

**Personnel Costs:**

Includes salaries, health/disability insurance, payroll taxes, 401k matching.

**Direct Costs of Running our Budgeted Programs:**

Examples includes shipping costs for MOE Awards, Employee travel, printing for programs, etc.  
 Staff responsible for each program determines what activities that need to be performed to put on say a training program and then estimate the costs to make the activity happen utilizing quotes and in most cases actual estimated costs.

**Allocated Costs:**

These are costs that are shared equally across all program activities and in most cases SDX Management as well.  
 Utilities costs, telephone charges, board related expenditures, audit and accounting fees, legal, etc.  
 building maintenance costs

	FY 2020 Budget		FY 2019 Budget	
Personnel Costs:	\$ 556,998.81	44.64%	\$ 616,926.83	51.10%
Direct Costs:	\$ 446,392.07	35.78%	\$ 339,788.61	28.14%
Allocated Expenditures:	\$ 244,376.84	19.59%	\$ 250,605.25	20.76%
Total Expenditures	\$ 1,247,767.72	100.00%	\$ 1,207,320.69	100.00%

**Income Breakdown:**

Grants	\$ 91,997.45	7.35%	\$ 96,593.45	8.29%
Contributions	\$ 82,285.56	6.57%	\$ 6,000.00	0.51%
Sponsorships	\$ 160,000.00	12.78%	\$ 125,000.00	10.73%
Merchandise Sales	\$ 41,825.00	3.34%	\$ 21,250.00	1.82%
Membership Dues	\$ 302,074.61	24.13%	\$ 367,614.30	31.55%
Advertising Revenue	\$ 33,600.50	2.68%	\$ 27,000.00	2.32%
Interest/Dividends	\$ 11,400.00	0.91%	\$ 11,400.00	0.98%
Awards Revenue	\$ 188,000.00	15.02%	\$ 172,712.50	14.82%
Registration Fees	\$ 187,576.33	14.98%	\$ 136,050.00	11.67%
Royalties, Misc	\$ 15,240.00	1.22%	\$ 16,240.00	1.39%
SPJF Capital Improvements/Interns	\$ 41,714.44	3.33%	\$ 22,500.00	1.93%
Lease Management	\$ 23,112.00	1.85%	\$ 25,112.00	2.15%
Association Management	\$ 73,147.00	5.84%	\$ 137,885.00	11.83%
<b>Total</b>	<b>\$ 1,251,972.89</b>	<b>100.00%</b>	<b>\$ 1,165,357.25</b>	<b>100.00%</b>

Summary By Program

Society of Professional Journalists							
Budget Fiscal Year 2020							
	Training and Professional Development	Communications	Awards	Association Management	Membership	Management and General	Total SPJ
<b>Revenue</b>							
Advertising Revenue	\$ 8,222.50	\$ 21,378.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 33,600.50
Association Management	\$ -	\$ -	\$ -	\$ 73,147.00	\$ -	\$ -	\$ 73,147.00
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ 188,000.00	\$ -	\$ -	\$ -	\$ 188,000.00
Contributions/Grants/Sponsorships	\$ 213,347.45	\$ -	\$ 25,000.00	\$ -	\$ 6,000.00	\$ 103,000.00	\$ 347,347.45
Interest/Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,400.00	\$ 11,400.00
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,112.00	\$ 23,112.00
Membership Dues	\$ -	\$ -	\$ -	\$ -	\$ 302,074.61	\$ -	\$ 302,074.61
Merchandise Sales	\$ -	\$ -	\$ 27,725.00	\$ -	\$ 2,000.00	\$ 12,100.00	\$ 41,825.00
Registration Fees	\$ 187,576.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 187,576.33
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ 15,240.00	\$ -	\$ 15,240.00
SDX Foundation Management	\$ 13,650.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 28,650.00
Subscriptions Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 422,796.28</b>	<b>\$ 21,378.00</b>	<b>\$ 244,725.00</b>	<b>\$ 73,147.00</b>	<b>\$ 325,314.61</b>	<b>\$ 164,612.00</b>	<b>\$ 1,251,972.89</b>
							<b>\$ 1,251,972.89</b>
<b>Expenses</b>							
401k Match	\$ 5,221.43	\$ 2,146.22	\$ 3,795.59	\$ 3,319.05	\$ 3,593.45	\$ 4,057.52	\$ 22,133.25
401k Related Charges	\$ 368.91	\$ 269.62	\$ 248.31	\$ 322.38	\$ 231.13	\$ 264.83	\$ 1,705.19
Advertising	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Audit/Accounting Fees	\$ 2,168.77	\$ 1,585.04	\$ 1,459.76	\$ 1,895.19	\$ 1,358.76	\$ 10,932.48	\$ 19,400.00
Awards Merchandise	\$ -	\$ -	\$ 25,136.58	\$ -	\$ -	\$ -	\$ 25,136.58
Banking/Investment Fees	\$ 40.25	\$ 29.41	\$ 27.09	\$ 35.17	\$ 25.21	\$ 202.87	\$ 360.00
Board Related Expenditures	\$ 6,836.09	\$ 4,996.15	\$ 4,601.26	\$ 5,973.77	\$ 4,282.89	\$ 34,459.84	\$ 61,150.00
Building Maintenance	\$ 2,130.36	\$ 1,556.97	\$ 1,433.91	\$ 1,861.63	\$ 1,334.69	\$ 1,529.33	\$ 9,846.88
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 15,000.00
Computer Services/Consulting/Maintenance	\$ 2,803.30	\$ 2,048.79	\$ 1,886.85	\$ 2,449.68	\$ 1,756.30	\$ 2,012.42	\$ 12,957.35
Contributions/Grants/Awards	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Dues and Subscriptions	\$ 418.10	\$ 305.57	\$ 281.42	\$ 365.36	\$ 261.95	\$ 300.15	\$ 1,932.54
Employee Education/Training	\$ 335.38	\$ 245.11	\$ 225.74	\$ 293.07	\$ 210.12	\$ 240.76	\$ 1,550.17
Employee Travel/Meals	\$ 29,697.45	\$ 1,225.55	\$ 5,378.68	\$ 2,965.36	\$ 1,050.59	\$ 1,203.79	\$ 41,521.42
Employment Recruiting	\$ 558.96	\$ 408.52	\$ 376.23	\$ 488.45	\$ 350.20	\$ 401.26	\$ 2,583.62
Equipment Rental	\$ 736.46	\$ 538.24	\$ 495.70	\$ 643.56	\$ 461.40	\$ 528.69	\$ 3,404.07
Events, Meals and Banquets	\$ 98,274.43	\$ 490.22	\$ 47,061.47	\$ 586.14	\$ 420.23	\$ 481.52	\$ 147,314.02
Facilities Rental	\$ 167.69	\$ 122.55	\$ 9,752.87	\$ 146.54	\$ 105.06	\$ 120.38	\$ 10,415.08
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Health Insurance	\$ 10,096.52	\$ 7,584.65	\$ 10,630.15	\$ 6,381.50	\$ 8,884.16	\$ 6,341.78	\$ 49,918.76
Internet Connectivity	\$ 272.06	\$ 198.83	\$ 183.12	\$ 237.74	\$ 170.45	\$ 195.30	\$ 1,257.50
Lease Management Related Ex.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal Fees	\$ 6,372.16	\$ 4,657.08	\$ 4,288.99	\$ 5,568.35	\$ 3,992.23	\$ 4,574.41	\$ 29,453.22
Liability Insurance	\$ 1,670.88	\$ 1,221.16	\$ 1,124.64	\$ 1,460.11	\$ 1,046.83	\$ 1,199.49	\$ 7,723.11
Marketing	\$ 355.00	\$ -	\$ 500.00	\$ -	\$ 1,500.00	\$ -	\$ 2,355.00
Merchant Fees/Credit Card Processing	\$ 3,241.97	\$ 2,369.39	\$ 2,182.12	\$ 2,833.02	\$ 2,031.13	\$ 16,342.36	\$ 29,000.00
Miscellaneous Expense	\$ 44.72	\$ 32.68	\$ 330.10	\$ 39.08	\$ 28.02	\$ 225.41	\$ 700.00
Office Supplies	\$ 3,780.68	\$ 571.92	\$ 826.72	\$ 683.83	\$ 490.27	\$ 561.77	\$ 6,915.19
Outside Services	\$ 81,610.34	\$ 2,087.31	\$ 8,850.49	\$ 195.38	\$ 7,935.08	\$ 1,127.06	\$ 101,805.67
Participant/Speaker Travel	\$ 52,668.00	\$ -	\$ 1,400.00	\$ -	\$ -	\$ -	\$ 54,068.00
Payroll Processing	\$ 800.43	\$ 585.00	\$ 538.76	\$ 699.46	\$ 501.48	\$ 574.61	\$ 3,699.74
Payroll Taxes	\$ 7,455.81	\$ 5,449.07	\$ 5,018.38	\$ 6,515.31	\$ 4,671.15	\$ 5,352.35	\$ 34,462.08
Postage/Shipping	\$ 1,706.61	\$ 326.81	\$ 9,035.58	\$ 690.76	\$ 11,780.16	\$ 2,254.12	\$ 25,794.04
Printing	\$ 7,446.79	\$ 81.70	\$ 2,904.25	\$ 97.69	\$ 5,305.04	\$ 80.25	\$ 15,915.72
Registration Material	\$ 7,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00
Salaries	\$ 97,461.62	\$ 71,229.73	\$ 65,599.76	\$ 85,167.50	\$ 61,060.79	\$ 69,965.31	\$ 450,484.71
Software Maintenance/Upgrades	\$ 3,887.58	\$ 5,140.24	\$ 2,616.67	\$ 3,397.19	\$ 2,435.61	\$ 2,790.80	\$ 20,268.09
Telephone	\$ 1,316.23	\$ 961.96	\$ 885.93	\$ 1,150.19	\$ 824.63	\$ 944.89	\$ 6,083.83
Utilities	\$ 1,985.99	\$ 1,451.46	\$ 1,336.74	\$ 1,735.47	\$ 1,244.25	\$ 1,425.69	\$ 9,179.60
Website Expense/Maintenance	\$ 536.60	\$ 392.18	\$ 361.18	\$ 468.91	\$ 336.19	\$ 385.21	\$ 2,480.27
Workers Compensation Insurance	\$ 171.57	\$ 125.39	\$ 115.48	\$ 149.93	\$ 107.49	\$ 123.16	\$ 793.02
<b>Total Expenses</b>	<b>\$ 445,639.15</b>	<b>\$ 126,434.55</b>	<b>\$ 220,890.49</b>	<b>\$ 138,816.78</b>	<b>\$ 129,786.91</b>	<b>\$ 186,199.82</b>	<b>\$ 1,247,767.72</b>
<b>Net Change in Assets</b>	<b>\$ (22,842.87)</b>	<b>\$ (105,056.55)</b>	<b>\$ 23,834.51</b>	<b>\$ (65,669.78)</b>	<b>\$ 195,527.70</b>	<b>\$ (21,587.82)</b>	<b>\$ 4,205.17</b>



## Awards Programs

Society of Professional Journalists								
Proposed Budget Fiscal Year 2020								
	Convention	Scripps Leadership Training	Chapter Education Grants	Total SPJ Training Programs	General Comms.	Electronic Comms.	Total Comms.	
<b>Revenue</b>								
Advertising Revenue	\$ 8,222.50	\$ -	\$ -	\$ 8,222.50	\$ -	\$ 21,378.00	\$ 21,378.00	
Association Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Contributions/Grants/Sponsorships	\$ 159,297.45	\$ 54,050.00	\$ -	\$ 213,347.45	\$ -	\$ -	\$ -	
Interest/Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Membership Dues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Registration Fees	\$ 183,976.33	\$ 3,600.00	\$ -	\$ 187,576.33	\$ -	\$ -	\$ -	
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
SDX Foundation Management	\$ -	\$ 13,650.00	\$ -	\$ 13,650.00	\$ -	\$ -	\$ -	
Subscriptions Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total Revenue</b>	<b>\$ 351,496.28</b>	<b>\$ 71,300.00</b>	<b>\$ -</b>	<b>\$ 422,796.28</b>	<b>\$ -</b>	<b>\$ 21,378.00</b>	<b>\$ 21,378.00</b>	
				\$ 422,796.28			\$ 21,378.00	
<b>Expenses</b>								
401k Match	\$ 5,221.43	\$ -	\$ -	\$ 5,221.43	\$ 1,990.16	\$ 156.06	\$ 2,146.22	
401k Related Charges	\$ 368.91	\$ -	\$ -	\$ 368.91	\$ 125.55	\$ 144.07	\$ 269.62	
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	
Audit/Accounting Fees	\$ 2,168.77	\$ -	\$ -	\$ 2,168.77	\$ 738.10	\$ 846.94	\$ 1,585.04	
Awards Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Banking/Investment Fees	\$ 40.25	\$ -	\$ -	\$ 40.25	\$ 13.70	\$ 15.72	\$ 29.41	
Board Related Expenditures	\$ 6,836.09	\$ -	\$ -	\$ 6,836.09	\$ 2,326.54	\$ 2,669.61	\$ 4,996.15	
Building Maintenance	\$ 2,130.36	\$ -	\$ -	\$ 2,130.36	\$ 725.03	\$ 831.94	\$ 1,556.97	
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Computer Services/Consulting/Maintenance	\$ 2,803.30	\$ -	\$ -	\$ 2,803.30	\$ 954.05	\$ 1,094.74	\$ 2,048.79	
Contributions/Grants/Awards	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -	\$ -	
Dues and Subscriptions	\$ 418.10	\$ -	\$ -	\$ 418.10	\$ 142.29	\$ 163.28	\$ 305.57	
Employee Education/Training	\$ 335.38	\$ -	\$ -	\$ 335.38	\$ 114.14	\$ 130.97	\$ 245.11	
Employee Travel/Meals	\$ 28,947.45	\$ 750.00	\$ -	\$ 29,697.45	\$ 570.70	\$ 654.85	\$ 1,225.55	
Employment Recruiting	\$ 558.96	\$ -	\$ -	\$ 558.96	\$ 190.23	\$ 218.28	\$ 408.52	
Equipment Rental	\$ 736.46	\$ -	\$ -	\$ 736.46	\$ 250.64	\$ 287.60	\$ 538.24	
Events, Meals and Banquets	\$ 91,314.43	\$ 6,960.00	\$ -	\$ 98,274.43	\$ 228.28	\$ 261.94	\$ 490.22	
Facilities Rental	\$ 167.69	\$ -	\$ -	\$ 167.69	\$ 57.07	\$ 65.49	\$ 122.55	
Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Health Insurance	\$ 10,096.52	\$ -	\$ -	\$ 10,096.52	\$ 6,839.43	\$ 745.22	\$ 7,584.65	
Internet Connectivity	\$ 272.06	\$ -	\$ -	\$ 272.06	\$ 92.59	\$ 106.24	\$ 198.83	
Lease Management Related Ex.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Legal Fees	\$ 6,372.16	\$ -	\$ -	\$ 6,372.16	\$ 2,168.65	\$ 2,488.43	\$ 4,657.08	
Liability Insurance	\$ 1,670.88	\$ -	\$ -	\$ 1,670.88	\$ 568.66	\$ 652.51	\$ 1,221.16	
Marketing	\$ -	\$ 355.00	\$ -	\$ 355.00	\$ -	\$ -	\$ -	
Merchant Fees/Credit Card Processing	\$ 3,241.97	\$ -	\$ -	\$ 3,241.97	\$ 1,103.35	\$ 1,266.04	\$ 2,369.39	
Miscellaneous Expense	\$ 44.72	\$ -	\$ -	\$ 44.72	\$ 15.22	\$ 17.46	\$ 32.68	
Office Supplies	\$ 3,780.68	\$ -	\$ -	\$ 3,780.68	\$ 266.33	\$ 305.60	\$ 571.92	
Outside Services	\$ 81,610.34	\$ -	\$ -	\$ 81,610.34	\$ -	\$ 2,087.31	\$ 2,087.31	
Participant/Speaker Travel	\$ 20,118.00	\$ 32,550.00	\$ -	\$ 52,668.00	\$ -	\$ -	\$ -	
Payroll Processing	\$ 800.43	\$ -	\$ -	\$ 800.43	\$ 272.41	\$ 312.58	\$ 585.00	
Payroll Taxes	\$ 7,455.81	\$ -	\$ -	\$ 7,455.81	\$ 2,537.46	\$ 2,911.62	\$ 5,449.07	
Postage/Shipping	\$ 1,706.61	\$ -	\$ -	\$ 1,706.61	\$ 152.19	\$ 174.63	\$ 326.81	
Printing	\$ 2,211.79	\$ 5,235.00	\$ -	\$ 7,446.79	\$ 38.05	\$ 43.66	\$ 81.70	
Registration Material	\$ -	\$ 7,000.00	\$ -	\$ 7,000.00	\$ -	\$ -	\$ -	
Salaries	\$ 97,461.62	\$ -	\$ -	\$ 97,461.62	\$ 33,169.35	\$ 38,060.38	\$ 71,229.73	
Software Maintenance/Upgrades	\$ 3,887.58	\$ -	\$ -	\$ 3,887.58	\$ 1,323.07	\$ 3,817.17	\$ 5,140.24	
Telephone	\$ 1,316.23	\$ -	\$ -	\$ 1,316.23	\$ 447.95	\$ 514.01	\$ 961.96	
Utilities	\$ 1,985.99	\$ -	\$ -	\$ 1,985.99	\$ 675.90	\$ 775.56	\$ 1,451.46	
Website Expense/Maintenance	\$ 536.60	\$ -	\$ -	\$ 536.60	\$ 182.62	\$ 209.55	\$ 392.18	
Workers Compensation Insurance	\$ 171.57	\$ -	\$ -	\$ 171.57	\$ 58.39	\$ 67.00	\$ 125.39	
<b>Total Expenses</b>	<b>\$ 386,789.15</b>	<b>\$ 52,850.00</b>	<b>\$ 6,000.00</b>	<b>\$ 445,639.15</b>	<b>\$ 58,338.10</b>	<b>\$ 68,096.45</b>	<b>\$ 126,434.55</b>	

Society of Professional Journalists Proposed Budget Fiscal Year 2020															
	Convention	Scripps Leadership Training	Chapter Education Grants	Total SPJ Training Programs	General Comms.	Electronic Comms.	Total Comms.	General Awards	Mark of Excellence Awards	Sigma Delta Chi Awards	Total Awards	Association Management	Membership	Management and General	Total SPJ
<b>Revenue</b>															
Advertising Revenue	\$ 8,222.50	\$ -	\$ -	\$ 8,222.50	\$ -	\$ 21,378.00	\$ 21,378.00	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 33,600.50
Association Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 73,147.00	\$ -	\$ -	\$ 73,147.00
Awards Platform Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 68,000.00	\$ 117,000.00	\$ 188,000.00	\$ -	\$ -	\$ -	\$ 188,000.00
Contributions/Grants/Sponsorships	\$ 159,297.45	\$ 54,050.00	\$ -	\$ 213,347.45	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ -	\$ 6,000.00	\$ 103,000.00	\$ 347,347.45
Interest/Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,400.00
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,112.00	\$ 23,112.00
Membership Dues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 302,074.61	\$ -	\$ 302,074.61
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,725.00	\$ 27,725.00	\$ -	\$ -	\$ 12,100.00	\$ 28,650.00
Registration Fees	\$ 183,976.33	\$ 3,600.00	\$ -	\$ 187,576.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 187,576.33
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,240.00	\$ -	\$ 15,240.00
SDX Foundation Management	\$ -	\$ 13,650.00	\$ -	\$ 13,650.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 28,650.00
Subscriptions Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 351,496.28</b>	<b>\$ 71,300.00</b>	<b>\$ -</b>	<b>\$ 422,796.28</b>	<b>\$ -</b>	<b>\$ 21,378.00</b>	<b>\$ 21,378.00</b>	<b>\$ 3,000.00</b>	<b>\$ 68,000.00</b>	<b>\$ 173,725.00</b>	<b>\$ 244,725.00</b>	<b>\$ 73,147.00</b>	<b>\$ 325,314.61</b>	<b>\$ 164,612.00</b>	<b>\$ 1,251,972.89</b>
				\$ 422,796.28			\$ 21,378.00				\$ 244,725.00				\$ 1,251,972.89
<b>Expenses</b>															
401k Match	\$ 5,221.43	\$ -	\$ -	\$ 5,221.43	\$ 1,990.16	\$ 156.06	\$ 2,146.22	\$ 367.14	\$ 1,842.74	\$ 1,585.70	\$ 3,795.59	\$ 3,319.05	\$ 3,593.45	\$ 4,057.52	\$ 22,133.25
401k Related Charges	\$ 368.91	\$ -	\$ -	\$ 368.91	\$ 125.55	\$ 144.07	\$ 269.62	\$ 23.16	\$ 120.68	\$ 104.47	\$ 248.31	\$ 322.38	\$ 231.13	\$ 264.83	\$ 1,705.19
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Audit/Accounting Fees	\$ 2,168.77	\$ -	\$ -	\$ 2,168.77	\$ 738.10	\$ 846.94	\$ 1,585.04	\$ 136.16	\$ 709.46	\$ 614.13	\$ 1,459.76	\$ 1,895.19	\$ 1,358.76	\$ 10,932.48	\$ 19,400.00
Awards Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,721.00	\$ 3,670.58	\$ 14,745.00	\$ 25,136.58	\$ -	\$ -	\$ -	\$ 25,136.58
Banking/Investment Fees	\$ 40.25	\$ -	\$ -	\$ 40.25	\$ 13.70	\$ 15.72	\$ 29.41	\$ 2.53	\$ 13.17	\$ 11.40	\$ 27.09	\$ 35.17	\$ 25.21	\$ 202.87	\$ 360.00
Board Related Expenditures	\$ 6,836.09	\$ -	\$ -	\$ 6,836.09	\$ 2,326.54	\$ 2,669.61	\$ 4,996.15	\$ 429.20	\$ 2,236.27	\$ 1,935.79	\$ 4,601.26	\$ 5,973.77	\$ 4,282.89	\$ 34,459.84	\$ 61,150.00
Building Maintenance	\$ 2,130.36	\$ -	\$ -	\$ 2,130.36	\$ 725.03	\$ 831.94	\$ 1,556.97	\$ 133.75	\$ 696.90	\$ 603.26	\$ 1,433.91	\$ 1,861.63	\$ 1,334.69	\$ 1,529.33	\$ 9,846.88
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 15,000.00
Computer Services/Consulting/Maintenance	\$ 2,803.30	\$ -	\$ -	\$ 2,803.30	\$ 954.05	\$ 1,094.74	\$ 2,048.79	\$ 176.00	\$ 917.04	\$ 793.81	\$ 1,886.85	\$ 2,449.68	\$ 1,756.30	\$ 2,012.42	\$ 12,957.35
Contributions/Grants/Awards	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Dues and Subscriptions	\$ 418.10	\$ -	\$ -	\$ 418.10	\$ 142.29	\$ 163.28	\$ 305.57	\$ 26.25	\$ 136.77	\$ 118.39	\$ 281.42	\$ 365.36	\$ 261.95	\$ 300.15	\$ 1,932.54
Employee Education/Training	\$ 335.38	\$ -	\$ -	\$ 335.38	\$ 114.14	\$ 130.97	\$ 245.11	\$ 21.06	\$ 109.71	\$ 94.97	\$ 225.74	\$ 293.07	\$ 210.12	\$ 240.76	\$ 1,550.17
Employee Travel/Meals	\$ 28,947.45	\$ 750.00	\$ -	\$ 29,697.45	\$ 570.70	\$ 654.85	\$ 1,225.55	\$ 105.28	\$ 548.55	\$ 4,724.85	\$ 5,378.68	\$ 2,965.36	\$ 1,050.59	\$ 1,203.79	\$ 41,521.42
Employment Recruiting	\$ 558.96	\$ -	\$ -	\$ 558.96	\$ 190.23	\$ 218.28	\$ 408.52	\$ 35.09	\$ 182.85	\$ 158.28	\$ 376.23	\$ 488.45	\$ 350.20	\$ 401.26	\$ 2,583.62
Equipment Rental	\$ 736.46	\$ -	\$ -	\$ 736.46	\$ 250.64	\$ 287.60	\$ 538.24	\$ 46.24	\$ 240.92	\$ 208.55	\$ 495.70	\$ 643.56	\$ 461.40	\$ 528.69	\$ 3,404.07
Events, Meals and Banquets	\$ 91,314.43	\$ 6,960.00	\$ -	\$ 98,274.43	\$ 228.28	\$ 261.94	\$ 490.22	\$ 42.11	\$ 2,719.42	\$ 44,299.94	\$ 47,061.47	\$ 586.14	\$ 420.23	\$ 481.52	\$ 147,314.02
Facilities Rental	\$ 167.69	\$ -	\$ -	\$ 167.69	\$ 57.07	\$ 65.49	\$ 122.55	\$ 10.53	\$ 54.86	\$ 9,687.48	\$ 9,752.87	\$ 146.54	\$ 105.06	\$ 120.38	\$ 10,415.08
Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Health Insurance	\$ 10,096.52	\$ -	\$ -	\$ 10,096.52	\$ 6,839.43	\$ 745.22	\$ 7,584.65	\$ 1,090.01	\$ 5,192.93	\$ 4,347.21	\$ 10,630.15	\$ 6,381.50	\$ 8,884.16	\$ 6,341.78	\$ 49,918.76
Internet Connectivity	\$ 272.06	\$ -	\$ -	\$ 272.06	\$ 92.59	\$ 106.24	\$ 198.83	\$ 17.08	\$ 89.00	\$ 77.04	\$ 183.12	\$ 237.74	\$ 170.45	\$ 195.30	\$ 1,257.50
Lease Management Related Ex.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal Fees	\$ 6,372.16	\$ -	\$ -	\$ 6,372.16	\$ 2,168.65	\$ 2,488.43	\$ 4,657.08	\$ 400.07	\$ 2,084.50	\$ 1,804.41	\$ 4,288.99	\$ 5,568.35	\$ 3,992.23	\$ 4,574.41	\$ 29,453.22
Liability Insurance	\$ 1,670.88	\$ -	\$ -	\$ 1,670.88	\$ 568.66	\$ 652.51	\$ 1,221.16	\$ 104.91	\$ 546.59	\$ 473.15	\$ 1,124.64	\$ 1,480.11	\$ 1,046.83	\$ 1,199.49	\$ 7,723.11
Marketing	\$ -	\$ 355.00	\$ -	\$ 355.00	\$ -	\$ -	\$ -	\$ 125.00	\$ 125.00	\$ 250.00	\$ 500.00	\$ -	\$ 1,500.00	\$ -	\$ 2,355.00
Merchant Fees/Credit Card Processing	\$ 3,241.97	\$ -	\$ -	\$ 3,241.97	\$ 1,103.35	\$ 1,266.04	\$ 2,369.39	\$ 203.55	\$ 1,060.54	\$ 918.03	\$ 2,182.12	\$ 2,833.02	\$ 2,031.13	\$ 16,342.36	\$ 29,000.00
Miscellaneous Expense	\$ 44.72	\$ -	\$ -	\$ 44.72	\$ 15.22	\$ 17.46	\$ 32.68	\$ 2.81	\$ 14.63	\$ 312.66	\$ 330.10	\$ 39.08	\$ 28.02	\$ 225.41	\$ 700.00
Office Supplies	\$ 3,780.68	\$ -	\$ -	\$ 3,780.68	\$ 266.33	\$ 305.60	\$ 571.92	\$ 49.13	\$ 455.99	\$ 321.59	\$ 826.72	\$ 683.83	\$ 490.27	\$ 581.77	\$ 6,915.19
Outside Services	\$ 81,610.34	\$ -	\$ -	\$ 81,610.34	\$ -	\$ 2,087.31	\$ 2,087.31	\$ 314.04	\$ 6,273.14	\$ 2,263.31	\$ 8,850.49	\$ 195.38	\$ 7,935.08	\$ 1,127.06	\$ 101,805.67
Participant/Speaker Travel	\$ 20,118.00	\$ 32,550.00	\$ -	\$ 52,668.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400.00	\$ 1,400.00	\$ -	\$ -	\$ -	\$ 54,068.00
Payroll Processing	\$ 800.43	\$ -	\$ -	\$ 800.43	\$ 272.41	\$ 312.58	\$ 585.00	\$ 50.25	\$ 261.84	\$ 226.66	\$ 538.76	\$ 699.46	\$ 501.48	\$ 574.61	\$ 3,699.74
Payroll Taxes	\$ 7,455.81	\$ -	\$ -	\$ 7,455.81	\$ 2,537.46	\$ 2,911.62	\$ 5,449.07	\$ 468.11	\$ 2,439.00	\$ 2,111.27	\$ 5,018.38	\$ 6,515.31	\$ 4,671.15	\$ 5,352.35	\$ 34,462.08
Postage/Shipping	\$ 1,706.61	\$ -	\$ -	\$ 1,706.61	\$ 152.19	\$ 174.63	\$ 326.81	\$ 373.08	\$ 1,735.88	\$ 6,926.63	\$ 9,035.58	\$ 690.76	\$ 11,780.16	\$ 2,254.12	\$ 25,794.04
Printing	\$ 2,211.79	\$ 5,235.00	\$ -	\$ 7,446.79	\$ 38.05	\$ 43.66	\$ 81.70	\$ 7.02	\$ 60.57	\$ 2,836.66	\$ 2,904.25	\$ 97.69	\$ 5,305.04	\$ 80.25	\$ 15,915.72
Registration Material	\$ -	\$ 7,000.00	\$ -	\$ 7,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00
Salaries	\$ 97,461.62	\$ -	\$ -	\$ 97,461.62	\$ 33,169.35	\$ 38,060.38	\$ 71,229.73	\$ 6,119.08	\$ 31,882.34	\$ 27,598.34	\$ 65,599.76	\$ 85,167.50	\$ 61,080.79	\$ 89,965.31	\$ 450,484.71
Software Maintenance/Upgrades	\$ 3,887.58	\$ -	\$ -	\$ 3,887.58	\$ 1,323.07	\$ 3,817.17	\$ 5,140.24	\$ 244.08	\$ 1,271.73	\$ 1,100.85	\$ 2,616.67	\$ 3,397.19	\$ 2,435.61	\$ 2,790.80	\$ 20,268.09
Telephone	\$ 1,316.23	\$ -	\$ -	\$ 1,316.23	\$ 447.95	\$ 514.01	\$ 961.96	\$ 82.64	\$ 430.57	\$ 372.72	\$ 885.93	\$ 1,150.19	\$ 824.63	\$ 944.89	\$ 6,083.83
Utilities	\$ 1,985.99	\$ -	\$ -	\$ 1,985.99	\$ 675.90	\$ 775.56	\$ 1,451.46	\$ 124.69	\$ 649.67	\$ 562.38	\$ 1,336.74	\$ 1,735.47	\$ 1,244.25	\$ 1,425.69	\$ 9,179.60
Website Expense/Maintenance	\$ 536.60	\$ -	\$ -	\$ 536.60	\$ 182.62	\$ 209.55	\$ 392.18	\$ 33.69	\$ 175.54	\$ 151.95	\$ 361.18	\$ 468.91	\$ 336.19	\$ 385.21	\$ 2,480.27
Workers Compensation Insurance	\$ 171.57	\$ -	\$ -	\$ 171.57	\$ 58.39	\$ 67.00	\$ 125.39	\$ 10.77	\$ 56.12	\$ 48.58	\$ 115.48	\$ 149.93	\$ 107.49	\$ 123.16	\$ 793.02
<b>Total Expenses</b>	<b>\$ 386,789.15</b>	<b>\$ 52,850.00</b>	<b>\$ 6,000.00</b>	<b>\$ 445,639.15</b>	<b>\$ 58,338.10</b>	<b>\$ 68,096.45</b>	<b>\$ 126,434.55</b>	<b>\$ 18,095.52</b>	<b>\$ 69,005.51</b>	<b>\$ 133,789.46</b>	<b>\$ 220,890.49</b>	<b>\$ 138,816.78</b>	<b>\$ 129,786.91</b>	<b>\$ 186,199.82</b>	<b>\$ 1,247,767.72</b>
<b>Net Change in Assets</b>	<b>\$ (35,292.87)</b>	<b>\$ 18,450.00</b>	<b>\$ (6,000.00)</b>	<b>\$ (22,842.87)</b>	<b>\$ (58,338.10)</b>	<b>\$ (46,718.45)</b>	<b>\$ (105,056.55)</b>	<b>\$ (15,095.52)</b>	<b>\$ (1,005.51)</b>	<b>\$ 39,935.54</b>	<b>\$ 23,834.51</b>	<b>\$ (65,669.78)</b>	<b>\$ 195,527.70</b>	<b>\$ (21,587.82)</b>	<b>\$ 4,205.17</b>