

Minutes

**Meeting of the Board of Directors
Canadian Association of Journalists
Saturday, January 28, 2006
(Approved)**

Present:

Saleem Khan (Chair)
Charles Bury
Robert Cribb
Kerry Diotte
Jennifer Fowler
Robert Frank
Hugo Rodrigues
Paul Schneiderei
John Dickins
Michelle MacAfee
James Risdon
Mary Agnes Welsh

Regrets: Murray Brewster

Agenda approval

That student membership drive be added to the agenda.

Approval of agenda. Moved by: J. Risdon. Second by J. Fowler. (Carried)

Task list

The Chapter guide is almost done. Position papers task item is ongoing. By-law revision on hold. Board composition and elections (issues) need to be formally added to by-laws. C. Bury will be organizing and cleaning up the language. Awards committee to study demographic breakdown. M. MacAfee looking at new media online reporting. M. MacAfee and awards committee to look further at this issue and bring recommendation to the next board meeting.

Web based list and archives (teleconference discussion). Any changes on the list-serv will need to occur with the changes in the website. Had difficulty getting through to Eagle, our ISP. Names for CAJ ethics advisory committee already circulated. Stephen Ward to be the chair of ethics advisory committee. List of committee members to be announced in Halifax. Very promising list so far.

With the resignation of Maria McClintock from the national board Kerry Diotte was elected to the Treasurer position.

President's Report

Motion to receive President's report – R. Cribb. Second M. MacAfee.

Will discuss the communication plan later. Good job/ideas.

Toronto 2007 conference: Getting positive feedback in the first 6 months of starting the process.

Would like to focus on policy papers after Halifax conference. Will also look at editorial issues/policy. There are certain standing issues we should have policies on. (J. Fowler and R. Cribb indicated desire to help) C. Bury suggested that CAJ policies have to be approved by CAJ board and then goes to AGM. With the policy papers it was suggested they should be unveiled with an accompanying press release and with some news coverage.

P. Schneiderei commended M. MacAfee for membership drive.

Motion to accept the President's report – Moved: J. Risdon. Second: M.A. Welch. **Carried**

Executive Director's Report

Motion to receive Executive Director's Report – Moved: J. Risdon. Second: M. MacAfee. **Carried**

Winnipeg 2005 conference a huge success. Met budgeted target. Planning for the 2007 conference is well under way. Susanne Reber and Sandra Bartlett as co-chairs of this conference should be really good. The fundraising element will require huge funds, but feeling confident. The 2005 awards are under way. Some entries have come in already. We had some requests for extensions due to the election.

Hugo's draft communications report is good. We need to continually communicate with our members either by sending out messages or looking for feedback. There seems to be a great improvement in our communications. We can also use the website to update email addresses which is a struggle to keep on top of as people change their addresses quite often. (To put on task list)

P. Schneiderei asked if J. Dickins would do a procedure manual for someone replacing him in the future. J. Dickins will complete orientation for new executive director. It is an insurance policy – a 'just in case' kind of thing. C. Bury offered to help.

Motion to accept report – Moved: P. Schneiderei. Second: J. Risdon. **Carried.**

Committee composition -

Budget committee to continue being made up of Treasurer and E.D.

Advocacy committee – R. Cribb and M.A. Welch (M. Brewster will be in Afghanistan).

Awards committee

Need someone new on awards committee, (Currently it is M. MacAfee and K. Diotte) Roles of the awards committee right now are: Proofreading award forms and coming up with suggestions for judging, trouble shooting complaints about being entered in the wrong category. Making sure deadlines are met. Finding out whether or not we need an online award. M.A. Welch interested in helping out.

Membership committee – J. Fowler, M. MacAfee, H. Rodrigues, J. Risdon

Budget Report

Motion to receive budget report. Moved: H. Rodrigues. Second: J. Risdon.

J. Dickins presented budget on behalf of treasurer because of the recent change in treasurers. Budgeted year-end surplus was set at \$25,161 for 2005. Budget actual year-end surplus was \$26,110, an increase of \$1,000. We met our membership target. Membership, NWS, and national conference are some of our major revenue sources. We spent more money on the Amsterdam trip because of some unforeseen expenses, some of which we will get back after we've hosted the 2007 Global Investigative Journalism conference. i.e. had to pay for conference registration fees for Sandra Bartlett and Susanne Reber due to the CBC lockout. We are left with \$26,110.38 after receivables and payables.

Board Approved 2005 financial statement and 2006 budget. Moved: R. Cribb. Second: K. Diotte. **Carried.**

In Camera 10:45 a.m.

Out of Camera 11:16 a.m.

Motion that the Executive Director's salary be increased by \$2000 starting immediately. Bringing it to \$53,000. Moved: P. Schneidereit. Second C. Bury. **Unanimous decision.**

Communication Plan

There are three recommendations.

1) Formalize the position of a Communications Co-ordinator.

H. Rodrigues sent out a message to all of our members asking for feedback. In the last 2 years, asked: "What have you heard about we do?", "How did you hear about it?" and "What would you like to know?" There were 18 - 22 responses. Most people identified the successes. Feedback was positive. Press Releases we have put on CNW. Most press releases are advocacy related, notification of awards, deadline extensions. How can we formalize process (policy

outlining how we communicate with our members). Recommendation #1 is to formalize someone to look at the big picture. P. Schneidereit suggested that the idea of this position is to assist the communications effort. Discussion ensued about the Communication Co-ordinator position.

Being a francophone was identified as important in order to draft the CAJ press releases in French, but the communications coordinator does not have to be bilingual. Wendy Cumming who works for Hill & Knowlton, is fully bilingual and a former journalist.

H. Rodrigues stated that looking at the make up of the membership and board, we do not need full translation. But we should have a francophone contact. i.e. Radio-Canada calling for an interview. Francophone journalists need to be able to call up a French contact.

C. Bury suggested Jean-Francois Parent as someone who could do translation for the CAJ. Motion to create a Communication Co-ordinator and Committee. Communication Co-ordinator would become a member of the executive committee. Moved: P. Schneidereit. Second J. Risdon. **Carried.**

Discussion ensued. It was pointed out that this position is there to assist committees from a communications point of view. Communication co-ordinator will need to have a clear role. Committees are not speaking externally. Main focus is completing what is going on within the Board.

P. Schneidereit- the role of this person is on how to improve communications?" Definitely internal. Will NOT be speaking outside the board. Another question was, how will creating this position affect what we do now? According to H. Rodrigues the coordinator will be mostly providing assistance and backup. The Communication Coordinator to liase with the Chapters, and provide communication support.

P. Schneidereit nominated H. Rodrigues for the position of Communications Coordinator. Unanimous second. H. Rodrigues **acclaimed.**

2) Create a communications committee

C. Bury pointed out that to name or set a committee doesn't need AGM approval. H. Rodrigues would like to have a broader committee that can be brought together to assist on different tasks. With help from this group and the membership it will be easier to keep tabs on things, letting us know what's going in all parts of the country. The committee could assist in drafting any press releases that goes out, as well as internal communications. Work with the board's other committee's and keep people informed. Communication Committee will not take away from anyone; just add to what is already here. A representative from each chapter can share and communicate with the communications committee and still with the CAJ board.

Suggest J. Dickins to get things on the web quickly. H. Rodrigues, S. Khan, J. Dickins, P. Schneidereit, J. Fowler and maybe Wendy Cumming to sit on the committee. Are there any potential committee members? Do not get much feedback when liasing with chapters according to J. Fowler. But it was felt that if you stop actively engaging in discussion with chapters, they may eventually subside. Task to notify chapters will be left to the communications committee.

3) Enact the enclosed Communications Policy at CAJ AGM in May.

Queried whether the plan needs to go to the AGM. It was determined that this is an administrative, non-financial, move and therefore doesn't need AGM approval.

A few items regarding the website were raised. S. Khan stated that the plans are underway for the revamping of the site. J. Fowler suggested that the board should have pictures of themselves posted as well as photos of committee members. P. Schneidereit stated that everyone should have an e-mail address attached to their name on the website.

Press Releases

Releases must be approved by at least two executive members. Felt it was good to have a local member on press releases dealing with regional issues. Also suggested that a French speaking person also be listed on press releases.

Regional events and meetings

Communications committee should work with Chapters to make them aware of recent changes/events/meeting/contact lists. Advocacy information should be posted.

Revision

Move that the Communications Co-ordinator give a report at each meeting. Motion J. Risdon, Second P. Schneidereit – Carried

Advocacy Report

Motion to receive advocacy report J. Risdon. Second R. Cribb.

Go seek a judge to see evidence in court in Hamilton. Denied access to search warrant material, won in court.

Ryerson's Ivor Shapiro - one stop website. Will feature professional advice, columns, industry news, mentorship element. Assembled by various people and brought together in this website portal aimed at students, academics and journalists. King's College, Carleton, Ryerson, Concordia, Ottawa, Western are involved as is the CJF (majority financial support) Mentorship - soliciting questions from people and getting seasoned journalists to respond. Q & A. Public forum well run and funded.

K. Diotte very much in favour of raising CAJ profile. Only media organizations can advertise on the site. It is like a Canadian version of www.pointer.org web site. One question per week for Q & A. Open forum sending emails to website with disclaimer on the bottom of sent email and filtered before posting.

C. Bury: Concordia are going to set up a French version of the web portal. Example: News page all in French. Discussion about weekly question. Unsure of the timeframe for the website. Mary-Agnes volunteered to help with finding responses to Q & A portion of web portal.

Juliet O'Neil case – R. Cribb will provide everyone with an Affidavit. McIntosh case - suggests we have to unveil our sources. Can not use the lawyer John Norris due to conflict of interest but he may be able to find someone for us. We can respond to the factum with another submission. Motion. Moved: C. Bury, Second: H. Rodrigues - That R. Cribb and the CAJ make further submissions in the McIntosh case. **Carried**

David McKie wanted further access to material contained in a health Canada database. Denied a field in the database that would identify the province in which drug reactions were taking place. Argument - Releasing the Province would allow them to identify individuals in the province. Final recourse is David McKie making a pitch to his CBC lawyers to the federal court. Board is committed to joining the case. C. Bury pointed out that we can not go beyond our policy, that is to get involved only when it gets to the Supreme Court. ATIP=Access to Information and Privacy. R. Cribb responded by saying that the CAJ involvement in future cases would only be on a case-by-case basis. Looking for a lawyer to represent us. R. Cribb asked to encourage CBC to pursue this.

Break

Commence 4:05 p.m.

Robert Frank included in meeting. 4:05pm

Conferences Report

Motion to receive Halifax Conference Report – Moved: K. Diotte. Second: R. Cribb.

Halifax committee looking for feedback on workshops/names for people. 90 minute session workshops. E-mail P. Schneidereit with ideas. Get someone to come in from AP for colourful writing and meeting deadlines. M. MacAfee will approach CP for funding. Ask organizations who would be the best fit to lead a workshop. More discussion took place on ideas for P. Schneidereit to take back to the Halifax committee.

CAJ/IRE Workshop: Joint one-day workshop CAJ and IRE. American and Canadian participants and instructors to focus on investigative journalism. Day for people with experience to receive high level instruction. Some struggle to get things done in a timely manner. Positive feedback received on past workshops. These workshops are felt to be good exposure. Where should the next one take place? Traditionally in the fall. Need a minimal cost location. Quality over quantity. 35 people in Windsor. Less appearance from American participants. However, R. Cribb still thinks we should proceed with it. Beneficial to everyone to hear from experienced reporters. It was suggested that we should be stricter with our timelines and expectations from IRE. It was felt that the relationship with IRE is important for connections. Could look at Montreal for the next location? Will discuss with IRE.

Update on educational foundation materials. Receipt of charitable status is pending. C. Bury stated that we could hold educational events/adult education in reference to charity funding. P. Schneidereit suggested that the door is now open for black-tie dinners. R. Cribb mentioned the Moral Courage Award - for people who exercised bravery in bringing important information to the public. But, a receipt was needed, which is why we need the charitable status. Good publicity for the CAJ. 2 months, is the maximum time frame to hear about the charitable status.

Adjourned 5:30 p.m.

Sunday, January 29, 2006

Called to order: 10:17am

Membership

Numbers are low in British Columbia. Manitoba's doing very well. Everywhere else it is pretty consistent. Should continue to grow over the next year. According to our by-laws, in order to send a representative to the event requires 50+ people in their chapter. Edmonton chapter is doing very well. PEI, New Brunswick and Montreal, not much happening. Calgary has been dormant for years. Toronto has had 4 events past year, last 3 not attended very well. Maybe a survey in Toronto to find out what people want? J. Dickins stated that Ottawa is due for an AGM, they are planning for the year ahead. J. Fowler: Have a meeting in Vancouver all set up. E-mailed all members in BC to see who was interested. Organized a meeting for Jan 16. Robson Square. Wendy McClellan agreed to run it. 10 people came out. Clive Court interested in running for executive. Ideas going around for going to schools to talk about CAJ. We should have something in Vancouver, and there's nothing right now.

Student membership

Offering a discount for students. \$20 fee for membership, need to fill out an application and send a picture of themselves. M.A. Welsh suggested sending out an e-mail outlining what is to be done to become a member. P. Schneidereit would like to see financial numbers to see if it's worth it to cut back the cost of student membership. One idea was to have free membership for month of September. Perhaps paying a small fee for the press card would be useful so it doesn't devalue the press card. M. MacAfee suggested having a newsletter for students.

1st motion-That the CAJ set up a graduated fee scale for student memberships as follows: \$30 for individual memberships, \$20 for groups of 20-34 students, and \$15 for groups of 35 or more (Again, group memberships must be submitted to head office as one complete package to qualify.) Moved: M. MacAfee, Second: C. Bury - **defeated**.

2nd motion- That the CAJ offer a special Back-To-Class membership promotion for two weeks every September. Memberships would be reduced to \$20 (a \$10 discount) for all students of a

post-secondary journalism or communications program in Canada. Moved: M. MacAfee, Second: C. Bury - 2 opposed. **Motion carried.**

3rd motion: That the CAJ lower cost of student press ID to \$10. 2 opposed. R. Cribb vigorously opposed; Moved: M. MacAfee, Second: C. Bury. **Motion carried.**

It was asked whether schools would be notified in the spring when they do their budgets, to float the concept of paying for press cards for their students?

Additional motion: Moved that the CAJ increase student cost to \$40, except for month of September, which is \$20. Moved: R. Cribb. Second: H. Rodrigues. Motion **defeated.**

5 min. break

Website

S. Khan reported that he is waiting for information on administration of the website. Have done a preliminary sort based on the content of the e-mails to find out who's best suited for what tasks. Will use the best possible software approach. There will be a secondary team for updates and a third team. This is going to be probably the fall. We can set up a specific site for the Global 2007 conference. P. Schneidereit: that should be a priority too. It was asked if it was worth contracting a student to do all the more menial work? The board felt that this is important and needs to be done fast. P. Schneidereit stated that if it is to the point when the hands are not available we'll look at contracting. S. Khan felt that we need detailed information about site logs to analyze the traffic to set up the site properly to meet our needs. J. Dickins stated that some of the delay was a misunderstanding of what S. Khan needed. R. Cribb suggested that we may want to consider hiring someone. S. Khan asked for the best-case scenario. Response: we can have something by June, pedal to the metal. C. Bury stated that we absolutely must not change suppliers before we get the list and digest. R. Cribb stated that we need to have a vote in June as to whether we spend money. This issue needs to be looked at again in May and monthly reports are now required by the board. Item to be put on May task list.

Motion to accept: H. Rodrigues, Second C. Bury. – **Carried.**

Awards

M. MacAfee reported about the need for judges and the fact that a requirement is that they are former journalists.

Potential new online award. Survey interest. There's not going to be enough fresh material to justify spending \$1000 for a new award. According to S. Khan, Dell and Sony are interested.

CAJ/CIDA Fellowship- we had a bit of concern on the applications that were not completed very well, with much missing information. M. MacAfee felt that the instructions to apply need to be emphasized. I think we do need to edit the application. P. Schneidereit: we should be sending a poster that can be put on a bulletin board as opposed to a fax that will get thrown out. Refer to committee. Motion to accept report: C. Bury, Second: P. Schneidereit. - **Carried**

Proposition

By-laws allow us up to 24 people on the board. Change the composition of the board. Rotating attendance at board meetings prevents continuity. Like the flexibility of our national directors. The simplest way to go is to cap the number on the amount of people. P. Schneidereit stated that he would support changing the cap to 16.

Motion: Change the by-law to say that the board maximum should be no more than 16 members,
Moved: P. Schneidereit, Second: H. Rodrigues – **Carried**

Next meeting: AGM May 14, 2006 Halifax

Next meeting in Ottawa. Friday, June 16, 2006

Adjourned 1:06 p.m