

CANADIAN ASSOCIATION OF JOURNALISTS

Minutes of Meeting held in Ottawa, ON

Saturday, January 25, 2003

(Board Meeting)

PRESENT:

Saleem Khan

Robert Cribb

Charles Bury (chair)

Michelle MacAfee

Karen Pauls

Tom Arnold

Maria Cook

Elaine Shein

John Dickins

Adam Hawkins (recording secretary)

REGRETS:

Meeting called to Order at 9:56 a.m.

1. Approval of the Agenda:

Corrections noted: K. Pauls noted that there are a lot of spelling mistakes in the previous minutes. J. Dickins explained publication of in-camera meetings. On awards committee, E. Johnson's name added to membership committee. E. Shein stated that the material posted on the web should be much less detailed, only posting results and motions, and offered to go through the minutes herself. C. Bury noted that openness is important.

E. Shein to vet minutes with J. Dickins

Moved: S. Khan Seconded: E. Shein: Adopt the minutes resulting from the vet. **MOTION PASSED.**

2. Task list 1 ongoing see J. Dickins notes

3. President's Report: Report presented. T. Arnold inquired about the judging for the Hong Kong fellowship.

Moved: R. Cribb Seconded: K. Pauls: The CAJ appoint Kirk LaPointe to head up a committee on confidential sources. The committee would be assigned the task of creating a position paper on the subject. **MOTION PASSED.**

Moved: R. Cribb Seconded: S. Khan. The CAJ board make a monthly appeal to listserv subscribers asking for donations toward the service and our work. **MOTION PASSED.**

M. MacAfee asked how much the CAJ had received in donations. \$ 60 at the time of this meeting. R. Cribb also spoke about the CAJ becoming a charitable foundation in order to issue charitable donation receipts.

Moved: K . Pauls: Two journalism educators sit on the CAJEF board.

R. Cribb said there was no record of the CAJ ever applying for charitable status, C. Bury noted that the CAJ has applied before, possibly when known as the CIJ.

Board discussed discussion paper prepared by Alan Bass. R. Cribb noted that while the CAJ is good at reactive discussion, the Bass paper is an example of pro-active discussion.

Board discussed next CAJ/IRE conference. M. MacAfee asked about loss of NWS fundraising because IRE was so close on the calendar. E. Shein noted that there was only a \$700 surplus from the IRE, although C. Bury countered that there are non-financial benefits. M. MacAfee noted that there were also language barriers for NWS fundraising. J. Dickins suggested that the ball get rolling earlier, to get more momentum.

K. Pauls suggested that the CAJ/IRE workshop could be held in winter instead of autumn. R. Cribb stated that while it wasn't worth it on paper, the sessions were "amazing," including people from Vancouver and the U.S. M. MacAfee noted that the IRE is a big selling point in Montreal. E. Shein asked if it was a lot of work for J. Dickins to have both so close together. J. Dickins responded that it was, but well worth it, especially considering it was the first such event.

M. MacAfee said that with more planning ahead of time, it could turn out even better.

Moved: K. Pauls Seconded: S. Khan: The CAJ organize a CAJ/IRE in 2003 at a location to be determined.

R. Cribb felt that J. Dickins' points were good, and suggested that there might be something on Sunday morning, and market it to Americans as a weekend, thus marketing the city as well. Therefore, the choice of city should depend on the city's appeal. Suggested Montreal as the city of choice. K. Pauls suggested Halifax, but R. Cribb noted that it was hard for Americans to get to. A. Pfeffer asked about Ottawa, R. Cribb responded that Ottawa is a beautiful city, but not well known in the United States. M. MacAfee asked what work the IRE does, R. Cribb responded that IRE brings all the Americans in to the conference. A. Pfeffer spoke in favour of using Windsor, since there is little chapter activity there. Niagara-on-the-lake was discussed. R. Cribb noted it was close to Montreal, Toronto, Hamilton and Buffalo. K. Pauls suggested that a committee be formed to deal with the host city. T. Arnold noted that Michelle and Amanda did great work last year on the NWS, without whom the workload for J. Dickins would have been much greater. Board discussed date for the CAJ/IRE workshop.

MOTION PASSED.

Board continued to discuss the venue for CAJ/IRE. K. Pauls noted that the IRE still has to be brought on board again.

Moved: A. Pfeffer Seconded: K. Pauls: A committee be struck to look into Montreal and Niagara-on-the-Lake as venues and report to a conference call on February 17. A. Pfeffer offered to look into Montreal, K. Pauls offered to look into Niagara-on-the-Lake. R. Cribb noted that the conference would have to be actually held in Niagara-on-the-Lake, not St. Catherines. **MOTION PASSED.**

CAJ Discourse. R. Cribb noted that Boni Fox Gray, the CAJ fundraiser is now working for the Ontario government. Baron Menett, someone who was in-line to do Discourse, only offered to do it in exchange for big money.

Moved: S. Khan Seconded: K. Pauls: Discussion of CAJ discourse be suspended pending the CAJ receiving charitable status. **MOTION PASSED.**

4. Executive Director's Report: Report presented. K. Pauls suggested that if Air Canada is not going to offer complementary flights as much as they once did, that the CAJ approach other airlines. T. Arnold noted that the CAJ used to use Canadian and Air Canada. J. Dickins noted that CanJet was approached earlier and had wanted exclusivity, but WestJet had not been approached. R. Cribb asked J. Dickins to approach CanJet and WestJet. T. Arnold suggested we approach American airlines. J. Dickins said that they had been approached a few years ago with no successful outcome. R. Cribb congratulated J. Dickins on his work over the past year.

5. Conference Committee: Report on increased conference fees presented by J. Dickins. T. Arnold suggested that T. Beutel present the report by conference call, since she wrote it. J. Dickins agreed to present the report.

Moved: E. Shein Seconded: M. MacAfee: The CAJ board of directors approve a registration fee increase for the CAJ's annual national conferences from 2003 into the future. A regular rate increase from \$175 to \$250 per member, and an early bird rate of \$235 will apply.

J. Dickins explained that a fee of only \$200 would leave the CAJ with an operating deficit of \$3000. With the increased fees, there would be a \$6900 surplus. He noted that if the fee were kept at \$200, the budget for the Toronto conference would have to be reduced substantially. He noted that people will be permitted to pay in instalments, both of which would have to be paid before attending the conference. T. Arnold asked why the \$20,000 surplus was being reduced so much by the budget. J. Dickins responded that printing costs, A/V costs, and the costs for the President's reception have increased. Also, on the operating side, the CAJ always loses money, a greater loss in 2003 than in previous years. A. Pfeffer suggested they go over the projected from last year along with the 2003 projection, noting that J. Dickins budgeted very conservatively. He also noted that new membership cards will have to be printed up this year, which wasn't the case in 2002. T. Arnold noted that rent is now being charged on the CAJ office space. J. Dickins noted that there are payables to be paid and receivables to be collected from 2002, but this does not show in the overall numbers as we only count what HAS happened financially rather than what HAS and WILL happen.

E. Shein agreed to a friendly amendment that would make the rate increase effective from the 2003 conference into the future. K. Pauls argued that a 45% increase is too steep, and that the early bird would be a greater value at \$185. She would support a \$225 registration fee. M. MacAfee agreed that the

early bird should be lower, and noted that the conference could have greater numbers than the estimated attendance, partly because of the 25th year anniversary. Noted that if participants can afford to fly in and pay for a hotel, they should be able to afford a small rate increase. E. Shein noted that sponsorship dollars are unreliable, and CAJ conferences are really good value compared to other journalism conferences she has attended. M. Cook argued that it's not a huge sum, and is a good value. The money is necessary, and a lot of people will actually be from Toronto, and therefore not paying for airfare and hotel. J. Dickins said that a \$210 early bird would work. T. Arnold suggested that the 45% increase shouldn't be part of the motion. E. Shein agreed to a friendly amendment to that effect. T. Arnold suggested that the prices be changed to \$249 and \$209 for the early bird. He also said that the early bird date should be more firm, not bumped when there aren't enough applicants. R. Cribb noted that another journalism conference on the same weekend is significantly more expensive. He also agreed a press release announcing the price hike shouldn't be issued. S. Khan proposed that the early bird be lowered and the regular price increased. E. Shein argued that people aren't shopping. **MOTION DEFEATED.**

A. Pfeffer noted that if the early bird is \$199, it will only have to be increased later.

Moved: T. Arnold Seconded: M. Cook: The fees be \$259 for the conference, with an early bird of \$209 for National conferences from 2003 on. R. Cribb noted that the \$50 difference would make people angry if they miss the deadline. **MOTION PASSED.** K. Pauls and E. Shein opposed.

Moved: K. Pauls Seconded: M. MacAfee: Fees for the national writer's symposium be \$139, \$99 for the early bird. M. MacAfee argued that it is a good value, and few complained. Most were impressed with the value. The only suggestion was that the venue be less expensive. M. Cook suggested that billeting be promoted as an option as opposed to staying in a hotel room. J. Dickins estimated that at the old rate the symposium 2003 would bring in \$2000. With the new rates, \$5000. This is with an estimated 125 delegates. M. MacAfee argued that it be kept as a lower-cost option for those who can't afford the national conference. T. Arnold argued that if the content is different from previous years it increases the value. He also argued that the benefits of an increase would be multiplied when and if the symposium grew, suggesting \$139 and \$99. T. Arnold proposed a friendly amendment to \$139 and \$99. K. Pauls accepted.

Discussion was opened on IRE fees. M. MacAfee argued that since it was an event in its infancy, the price should remain stationary. T. Arnold proposed a fee of \$99. M. MacAfee argued that it should remain the same until it's been around for another year or two, and that the IRE does half the work. The event is only a one-day affair, and lower price-ranges are important for drawing freelancers. K. Pauls queried whether there could be a discount for income under \$30,000. R. Cribb argued that membership itself is inexpensive

as it is. E. Shein argued that people coming to the IRE are people who can afford it more than other conferences.

Moved: T. Arnold Seconded: E. Shein: Fees for the CAJ/IRE workshop be set at \$99. M. Cook argued that fees should be left as they are, as the event is in its infancy. S. Khan argued that people feel that if the price is too low, there is little of value being presented. T. Arnold argued that Americans attending are already paying around \$115 Canadian, and that the connection to the IRE adds value. Also, another day may be added. A. Pfeffer said that if people think it's good value, raising the price is not gouging. Also, if the price is the same two years in a row a precedent is established. If it's changed in a second year, it's in reaction to how the event went the first time. M. MacAfee argued that the addition of an extra half-day would add value, but this has not been established yet. T. Arnold argued that the organization needs the money, in part because of battles fought with Canwest, which cost large sums of money. R. Cribb suggested that there was not enough information yet. K. Pauls suggested that the location issue be sent to committee. T. Arnold argued that if it's in Niagara-on-the-Lake and there's a Sunday morning component, it detracts from the attraction of the place, because people won't have an opportunity to see the town. R. Cribb argued that Montreal wouldn't be any different, people still wouldn't be able to see the city with a Sunday morning event. Instead, tours could be organized. A. Pfeffer asked about the attendance. R. Cribb responded 60 Canadians and 8 Americans attended in Vancouver. **MOTION PASSED.**

Discussion of B. Fox's departure. R. Cribb said that she can no longer have any connection with Firefox because of a conflict of interest with her new job. She has hired a new person to fulfill the contract, but after that it's up in the air. CAJ may have to find a new fundraiser. He said it should be attacked immediately, because it is a lengthy process. All we know about the new fundraiser is that he will work on the Toronto conference. J. Dickins said that his friend may consider staying on after Toronto. J. Dickins provided board with details about the fundraiser, David Townsend as Dickins and Townsend had been friends and colleagues for 12 years. J. Dickins also pointed out that he introduced David Townsend to B. Fox and ultimately it was up to B. Fox to determine if there was an appropriate fit.

Discussion ensued about whether the NWS would be cancelled if the relationship with Firefox was terminated. E. Shein said she could present a list of potential sponsors to J. Dickins, and already had people who had offered to help on the committee. R. Cribb said people make offers and don't follow through, using a recent meeting as an example. E. Shein argued that she had chaired a national conference before, and knows the people. T. Arnold argued that the program is behind schedule compared to last year's conference, and that a loss of Firefox should result in a cancellation of NWS because CAJ doesn't have the resources to do the fundraising itself, and there are only 32 members in all of Saskatchewan. K. Pauls said if people from Manitoba could help that would be different, because they have a very active chapter. E. Shein said she has the resources in Saskatchewan. K. Pauls said that if the

CAJ is committed to Saskatchewan the wheels should go into motion on Monday. T. Arnold answered that they should consider cancelling. R. Cribb asked what the commitment with the hotel was. J. Dickins said there may be penalties. T. Arnold said that the stakes are high, and the event could end up costing a lot of money. K. Pauls proposed there only be one event in the fall, and it rotate between NWS and IRE. M. MacAfee said that one of the recommendations from the last NWS would be fewer speakers with longer sessions, so six speakers would be sufficient. People complained that there was no hands-on, it was more like a university lecture. That would make organization easier. A. Pfeffer suggested a "boutique style" conference, bringing in Calgary and Winnipeg, pooling all the resources in the prairies. E. Shein said that by the end of February she could have the committee set up with at least one meeting, a list of potential speakers, a list of potential sponsors, all sent out to the board for approval. R. Cribb said the "boutique style" would be tough to pull off, something worth a try, but hard to pull off. He suggested the board brainstorm during the meeting, in order to reassure those present. Agreed that fewer speakers is a good idea. M. MacAfee said she could contact a few people. The concern is that some people need to be booked by the end of February, at least three. She said there are people in Saskatoon that are well known outside of the prairies. R. Cribb said that if there were a list of 4-5 names, it could aid in fundraising.

J. Dickins said that if we pulled out before April, there would be no penalty from the hotel. T. Arnold asked if \$18,000 were fundraised with 75 people would allow the event to break even. J. Dickins responded in the negative.

- 6. Budget Committee:** 2003 budget presented by E. Shein. Membership revenue increased to \$60,000 from \$54,000, more money made from writer's symposium than expected. CIDA gave \$35,000, \$7,000 was surplus. Media magazine is expected to break even. IRE made an \$800 profit, which was unexpected. CIDA was pleased with the results last year.

Moved: T. Arnold Seconded: E. Shein: In the last week of March, the executive have a conference call to decide whether they move ahead with Saskatchewan, so there will not be penalties for cancelling the hotel. T. Arnold argued that if \$18,000 is raised with 75 delegates, the organization would run a deficit of \$18,000. He suggested that the fundraising target of \$35000 is unrealistic, considering the money brought in at Victoria which was lower. A. Pfeffer said that only under dire consequences should the event be cancelled. C. Bury said the executive would not cancel the event except under dire circumstances. K. Pauls said it should be a task, and not a motion, because it sends the message that the event is tentative. **MOTION WAS WITHDRAWN**, and the conference call was instead put on the task list.

K. Pauls said that reducing the number of speakers, and potentially approaching Westjet could reduce the cost of the conference considerably.

E. Shein said that the board should start thinking about the treasurer that will succeed her. She reinforced that she is committed to making sure the conference takes place.

Moved: S. Khan Second: M. MacAfee: The budget be accepted. **MOTION PASSED.**

In-camera discussion ensued about remuneration for J. Dickins. Decision made that J. Dickins be provided a pay increase of \$2,500. In-camera discussion ended.

Membership committee discussion:

Drafted a one page poster, why join. It's simple. Take one home with you. Will also do it up as a PDF. Also have a two page why join script. Written a letter to chapter presidents explaining the bank balance situation and chapter numbers. New membership brochures are ready. Everyone is to take one with them.

The issue of 50 members in a chapter is on the table for discussion. Can have 3 rep's. from Quebec. As long as one is a national seat. Discussed the situation of reps.

Atlantic would qualify to send a regional rep and can have a chapter rep. In terms of arguments, Edmonton can send a rep, Atlantic can send a regional rep and Montreal can send a chapter rep and the rest of Quebec can send a regional rep. Currently have three people from Quebec. This is an exception but it is not breaking the rules according to C. Bury.

Moved: K. Pauls Seconded: M. MacAfee. Any chapter with 50 members in the 12 months before or by the AGM can be entitled to elect one chapter member, and can send a chapter director to the board.

T. Arnold suggested that regions should be reconsidered, especially Saskatchewan, which has its own. **MOTION PASSED.**

Moved: K. Pauls Seconded: S. Khan: Any chapter with less than 50 active members may send a non-voting representative to the national board, provided the local chapter covers that representative's expenses. M. MacAfee

suggested that CAJ promote the ability to send non-voting members to smaller chapters. **MOTION PASSED.**

Proposal presented for Canadian Journalism Hall of Fame. S. Khan said it could be completed for Fall 2004. He suggested it be dealt with during the next conference call. R. Cribb noted that the financing could be difficult, requiring a fundraiser. A venue would be needed to hold it, and another for display. BCE Place was suggested for the ceremony. T. Arnold suggested that options outside of a black-tie dinner are available. K. Pauls suggested it be integrated with the existing CAJ awards dinner. This would make the concept easier to get off of the ground. Tasked, to be completed by April by the Awards Committee. M. Cook suggested a relationship could be forged with the federal government, since the press has a long history of accommodation in the buildings. C. Bury suggested the Museum of Civilization, which at one time was considering doing a permanent journalism exhibit.

MEETING ADJOURNED

Meeting called to Order at 10:00 a.m.

8. Advocacy: Report presented, discussion ensued. Some discussion about Star-Phoenix seizure of notes. E. Shein explained the situation. E. Shein to continue talking to the newsroom. E. Shein discussed the Zakreski case, has yet to see the decision but will take a look at it. R. Cribb asked whether it makes sense to release a news release when a newsroom knowingly releases this information. Suggested education might be more effective. M. MacAfee suggested the lawyer in the Star-Phoenix case might be trying to save them money, not serve the best interests of the paper. E. Shein noted that if it can happen in Saskatchewan so many times, it can happen to anyone. R. Cribb suggested a news release where the police action is criticized – rejected by board. M. MacAfee suggested the idea of an educational roadshow. R. Cribb noted the reason the CAJ was asked to speak in a very important recent case was that it is vocal on the issue. E. Shein suggested a “tip sheet” be assembled, and sent out, or be posted on the web site. M. MacAfee suggested making it a panel at the workshop. C. Bury noted that perhaps part of the message should be that seizing notes is lazy police work. K. Pauls suggested the next press release invite the RCMP to meet with the association. R. Cribb disagreed, and said we should condemn every time, without fail. The reason the CAJ is called on to speak on the issue is that the organization is vocal. K. Pauls clarified that CAJ can continue condemning while still taking a pro-active approach. C. Bury suggested approaching the government about changing the law on the matter. R. Cribb noted that there is also a policy at local police stations that encourages this activity, and this may be easier to change than the law. K. Pauls suggested the CAJ request an invitation to the next Canadian Police Association meeting. R. Cribb noted that seizing a notebook isn’t quite the same as confidential sources, although he described it as a “parallel issue.” R. Cribb suggested creating a database of every incident. K. Pauls suggested asking, in Media magazine, for newsrooms to contact the CAJ when incidents occur. R. Cribb suggested a clipping database could be used.

R. Cribb spoke on the future of OGC. Mike Gordon stepped down as chair. The CAJ has no financial interest, although it is a founding member. The strategic plan, recently developed has not been implemented.

9. Conferences: M. MacAfee presented the NWS report. Suggested 90 minute format should be extended, each person would go to three workshops in a weekend. Speakers would have to be aware that a more hands-on approach is expected. The speakers were told what was expected, some didn't stick by it. Noted that getting new speakers is good, although they have fewer ties with the CAJ. A. Pfeffer noted that the Reader's Digest and People Magazine sessions were "this is how we do things at Reader's Digest and People." The information was too specific to Reader's Digest and People. A. Pfeffer noted that one of the sessions was supposed to be about political reporting, but found it very basic. Group brainstormed names for a future conference.

R. Cribb presented report on the spring 2003 Toronto conference. T. Arnold inquired about Gannon's availability in the event of war. The host of the awards has yet to be determined, although there are a few ideas floating around. Ken Finkleman was suggested. The board discussed whether the Friday night speaker should be Kathy Gannon or Lowell Bergman. K. Pauls asked if there will be a sound system for media to plug into. S. Khan said there wasn't one last year, but we might be able to find someone to donate the equipment. R. Cribb noted that there is now a whole day on Thursday now, with CAR. This is an extra \$75. Those who take the Carr workshop will be required to attend the regular workshop. The board discussed names for the workshops and panels. E. Shein inquired about how much the male/female and US/Canadian issue has come into consideration for people at the conference. R. Cribb responded that most are Canadians, although so far gender has not been an issue. A. Pfeffer suggested a session on how print reporters can break into broadcasting, especially with convergence.

Group brainstormed location for the 2004 National Conference.

Moved: E. Shein Seconded: K. Pauls: Edmonton host the national conference once in 2004, and Charlottetown be approached for NWS 2004. K. Pauls seconded. See task list for additional details.

MOTION PASSED.

25th anniversary report presented. Board discussed the points. The Canadian Club idea was supported. Was placed on task list.

On suggestion that CAJ tap into the Canadian Community newspaper and Canadian Farm Writers and Broadcasters Association. E. Shein suggested membership deals might cause some overlap—where would it stop. Task listed.

On suggestion that high-profile journalists do PSAs for literacy or another campaign, with CAJ mentioned in the tagline. A. Pfeffer noted that if it's promoted as the "anniversary year," nobody will cover it. Promotion in lead-up to Toronto would be more appropriate.

Suggestion made of a CBC town hall on state of journalism in Canada, looking back at CAJ's 25 years. T. Arnold suggested a new show on CBC Newsworld could also be used. M. MacAfee noted since CBC just did their own retrospective, it might be a tough sell. K. Pauls noted Cross-Country Checkup might be an easier sell. Task listed. Townhall: Erica, Inside Media: Tom, Cross Country Checkup: Karen, TVO: S. Khan.

On the idea of a fundraising event on Parliament Hill, hosted by a Hill journalist. T. Arnold said it was too ambitious, too much work.

Discussion on 25th anniversary logo.

On a VIP reception. T. Arnold noted it will be expensive, a sponsor would be helpful. Task to approach CNW, Erica will take care of it.

Whistleblower's Award: Too expensive.

Wendy Cumming is going to look into numbers 6-8

On the poll: M. MacAfee is going to look into it. E. Shein noted that it would cost Léger a lot of money, and CAJ would have no control over the questions.

ELIMINATED

#10 **ELIMINATED**

Merchandising: the glass has already been discussed, ditched as too risky.

Membership discount rejected, too expensive.

A. Pfeffer suggested a scholarship sponsored by a foundation or individual. Board noted that it would be difficult to do without charitable status.

A. Pfeffer suggested top news story from the past 25 years award. Suggestions could

be taken at a booth at the conference. The finalists would be chosen by CAJ, and then the delegates pick the winner. A. Pfeffer suggested using the listserv would help. Greg and Paul will look at it.

10. Hong Kong Fellowship: J. Dickins gave a verbal report. Judging duties were discussed. M. MacAfee asked about feedback from last year. T. Arnold said it should be discussed whether the fellowship should be folded into the awards committee. This would allow better follow-up.

E. Shein said CIDA fellowship judges should be finalized soon. Last year we were rushed, so if it could be in place earlier this year it would make things much easier. K. Pauls suggested there should be one board member and two outsiders. E. Shein noted that when judges know the applicant, the strength of their application should be the sole basis for judgement, despite any personal knowledge of the applicant.

11. New Business: S. Khan presented a report on the impact of the Privacy Act on the CAJ. Board discussed media lawyers that might help navigate the act pro bono.

J. Dickins presented recommendation from CAR caucus to suspend collection of the \$10 fee to join the CAR caucus.

Moved: M. MacAfee Seconded: S. Khan. **MOTION PASSED.**

S. Khan presented a proposal that the CAJ partner with the Canadian Museum of Contemporary Photography for an annual exhibition of CAJ award-winning photography. E. Shein asked who would cover the costs. Sponsorship would need to be found. Tasked to Greg Locke.

S. Khan brought forward a proposal for a CAJ trustmark and/or designation for use by members. E. Shein noted that there's no way to know if the membership meets any specific standards. **ELIMINATED.**

Discussion about date of next board meeting. June 22 & 23 selected for teleconference. September 27 & 28 for following meeting.

Moved: E. Shein. Seconded: M. MacAfee: Adjourn. **MEETING ADJOURNED**