

Minutes of the Meeting of the Board of Directors

Canadian Association of Journalists
Monday and Tuesday June 11 & 12, 2001
Via teleconference

Attending: Michelle MacAfee Mary Griffin Karen Pauls Trudi Beutel Paul Schneiderei
Greg Locke Erica Johnson Amanda Pfeffer Ian Bailey John Dickins Charles Bury Elaine
Shein Robert Cribb Tom Arnold

Regrets: Boni Fox

1. Meeting convened Monday June 11th, 2001, 9:00 p.m. EST

2. Task List Updates - None

Additions/Changes to Agenda - None

Moved acceptance of agenda- C. Bury, Second - I. Bailey. - Carried.

Additions/Changes to January 2001 Minutes - None

Moved acceptance of minutes - C. Bury, Second - E. Shein - Carried

3. EXECUTIVE ELECTIONS

C. Bury noted that all previous Board members were re-elected at AGM.

The Toronto chapter did not approve R. Cribb as their chapter representative because his duties as CAJ President appeared to take priority over local chapter representation. To remain on the board as President, R. Cribb needs to be a board member.

E. Shein suggested appointing R. Cribb to the board as a National Director. Later discussion suggested that T. Arnold also be appointed to the Board in this way.

Motion - that the CAJ bylaws be amended to have R. Cribb and T. Arnold appointed to the CAJ Board as National Directors.

Moved - K. Pauls, Second - E. Shein. Carried unanimously.

Therefore, the Toronto chapter can send a new chapter representative.

TASK: J. Dickins to contact S. Khan, advising the Toronto chapter to elect a chapter representative to sit on the board.

Discussion of B. Fox's status on the board was discussed.

T. Beutel had to leave. C. Bury assumed chair of the meeting.

Motion - That R. Cribb be elected as CAJ President.

Moved - K. Pauls, Second - M. MacAfee - Carried.

Discussion of Vice President position ensued, with two candidates suggested:

Motion - That K. Pauls be elected as CAJ Vice President.

Moved - R. Cribb, Second - P. Schneiderei

**Motion - That P. Schneidereit be elected as CAJ Vice President.
Moved -- E. Shein, Second - I. Bailey**

Amended motion - That the CAJ elect both K. Pauls and P. Schneidereit as Vice Presidents.

Moved - E. Johnson, Second - E. Shein

All motions CARRIED.

Motion - That T. Beutel be elected as Chairperson.

Moved - T. Arnold, Second - M. Griffin - CARRIED

Motion - That C. Bury be elected as Vice-Chairperson.

Moved - P. Schneidereit, Second - K. Pauls. - CARRIED

Motion - That E. Shein be elected as Treasurer.

Moved - E. Johnson, Second - M. Griffin - CARRIED

J. Dickins clarified that the position of Secretary has been merged with Treasurer position.

Discussion of position of Past President put forth. As noted earlier in minutes, moved that T. Arnold's name be added to list of new National Directors. B. Fox installed as Past President, but only on Executive temporarily, until status as fundraiser is clarified. If she is chosen as fundraiser, she cannot serve as a voting member of the Executive, due to extenuating circumstances. Much concern that her presence on the board will require vigilance on the issue of conflict of interest, given the fundraising position. Lack of her vote would be compensated by addition of an additional VP.

2. PRESIDENT'S REPORT (R. Cribb)

Report submitted. Updates/highlights as follows: the Black Tie event has been cancelled. The alliance with Canadian University Press (CUP), to allow the CAJ to issue charitable receipts, is not solid, due to the constantly shifting nature of CUP's executive. Progress had been made with one President of CUP, but it's back to square one now, since CUP has a new President each year. Instead, J. Dickins is to look into setting up a sister organization - CAJ Educational Foundation for Professional Development suggested as name - as a way to apply for charitable status. The CAJ has been rejected for charitable status in the past due to its advocacy activities. TASK: J. Dickins to seek information on getting charitable status, with the ability to issue charitable receipts. Report in 2 weeks on progress to date.

Journalistic Principles Committee has been put together, as listed below. Sharon Burnside of The Toronto Star to also be approached to sit on the committee. Good balance between reporters, editors, managers, etc. Final product will be multiple paragraphs, covering the principles in 5-10 points or so. Expected to be an interesting experiment.

Members of the Committee:

Stephen Ward

Nick Russell

Elaine Shein

Erica Johnson

Kirk LaPointe

Sharon Burnside (to be asked)

John Dickins
Fred Vallance-Jones

3. EXECUTIVE DIRECTOR'S REPORT

Report filed. Ottawa 2002 conference is expected to be booked at the Chateau Laurier, for the middle of April, since they offered the best prices overall. Rooms came in at \$170 but are being argued down. Westin was offering \$190 and would not move on that. Break-out rooms were also available at less cost at the Chateau. Chateau and Westin are the only two hotels that can hold the conference, in terms of break-out rooms and banquet halls.

Some discussion of testimonials from high-profile journalists about the CAJ was also discussed for the re-designed membership form. Names put forward included Peter Kent, Peter Mansbridge, Lloyd Robertson, Wendy Mesley, Jan Wong, Peter Desbarat from University of Western Ontario.

Wendy Mesley CANNOT do NWS 2001, but really likes the CAJ, and would like to do something with CAJ soon.

4. BUDGET (E. Shein)

Report submitted. Budget will have to be amended, to account for the addition of two new National Directors. Without the Black Tie event included (budget was calculated without its revenues), surplus will stand around \$21, 000. Profits on the St. John's conference were higher than expected, up in the \$13-14 000 range. Sponsorship levels were higher than expected, and A/V and meeting room rental costs were lower than expected.

The budget did not include \$7000 for the hiring of a full-time webmaster for the CAJ website, since it was felt that the CAJ could not afford that until the yearly surplus hits \$40 000 or so.

Discussion held on web page proposals. Will discuss further at fall board meeting. G. Locke to be sent web page proposals by CAJ office now that Newfoundland conference is finished.

5. FUNDRAISING (K. Pauls)

Report submitted by K. Pauls. A discussion was held regarding the appropriateness of jokes at the awards banquet and whether they were disrespectful of sponsors.

Discussion ensued regarding the re-hiring of Firefox to do fundraising for the 2002 National Conference.

Motion - That the CAJ re-hire Firefox to perform fundraising duties for NWS 2001 in Victoria, BC.

Moved - K. Pauls, Second - E. Shein. CARRIED

Task: E. Shein to draft new contract with Firefox.

K. Pauls resigned as Fundraising Committee chairperson. T. Beutel suggested as new chair, in absentia. All agreed. Names gathered for Fundraising Committee:

T. Beutel (chair)
K. Pauls
W. Cumming
Z. Hunt
M. Gordon
E. Shein
T. Arnold

NEWS MANAGER GETAWAY: No progress made on the Newsroom Managers' Getaway, since efforts were placed behind pursuing the Black Tie Dinner event instead. Basically, the idea was to have an annual event aimed at the bosses. Rent out a fancy resort/hotel, have a two-day mini-conference for news managers with speakers and sessions they're interested in: Some ideas suggested were Computer-Assisted Reporting and how it can be facilitated, changes in newspaper industry, convergence, how to manage better. Make money, create goodwill, circulation, Newspaper Wars. Discussion ensued, noting that several managers currently working were CAJ-friendly, and might be interested in such a thing. It would also help build membership among managers, who are an under-exploited target market for the CAJ, and a valuable one, potentially. All agreed that the Getaway sounded like a good idea, and should be pursued.

Task: J. Dickins to look into costs of holding a getaway at Gravenhurst, Stratford, Port Elgin. Perhaps speak to W. Cumming about it.
Questions to answer: number of delegates, (Perhaps approx. 30), price per person. Also J. Dickins advised to speak to Bryan Cantley, who has organized similar events for the Canadian Newspaper Association, and thus would understand what we need.

TASK: Report by Fall meeting. P. Schneidereit to approach news directors on this issue, get input.

6. CONFERENCES

St. John's 2001: G. Locke has not sent off report, but it is complete, and will be sent off ASAP. In short: everything went well, no problems, all's well. Entire executive thanked Greg for his hard work putting together a good conference.

NWS 2001: M. Griffin reports that all is going well. Vivian Smith has been turned down by a lot of people. Seems to be a bad time of year for a lot of TV people due to new shows. Mary needs more names from board members. Looking at people like Justin Trudeau, Pat Carney, Malcolm Caldwell (New Yorker) Elaine Dewar. Vivian has about one dozen people to approach. Have 4-5 confirmed so far. Mary to send those names out by e-mail. T. Arnold said that a friend of his knows Caldwell and will help facilitate this if need be. Kathryn Lanpher's name was mentioned. She has previously been involved with CAJ conferences. She is also a friend of Jacqui Banaszynski and Jacqui is keen on the CAJ right now. T. Arnold also mentioned that Susan Orlean from The New Yorker would also be interested. T. Beutel has apparently been in contact with her a number of times. M. Griffin stated that we're trying to observe gender balance. M. Griffin also suggested that she has approximately 6 people so far. Winnipeg had 11-12 speakers. J. Webb suggested to make a grid based on past NWS schedules. Rick Bragg (popular choice, only done once, at Edmonton, as a workshop leader). Tom also mentioned Isobel Wilkerson from the New Yorker. K. Pauls also suggested a documentary film maker from Sierra Leone (Did "Cry Freedom.") Could also be used for the Ottawa conference if it didn't work out for the

Victoria NWS. When M. Griffin surveyed people Rick Bragg's name was very popular. Has been difficult to get in the past.

Some concerns that CAJ overuses some speakers, though other noted that most attendees may not have attended to many conferences, if any, and thus repetition of choices isn't THAT big a problem. Make sure there isn't much overlap of speakers. An example of this Jacqui Banaszynski but she keeps drawing people. Therefore, must weigh where the conference/NWS is geographically. J. Webb also mentioned Neil Docherty from fifth estate was going to do Winnipeg but ended up not making it. A lot of people were disappointed that he couldn't make it.

M. Griffin already has people in place to work with B. Fox and who will also handle a lot of logistics.

Confirmed so far are: Steve Wadham, Eric Nalder, Jim Hammond, Tom Hawthorne, Diane Buckner. J. Webb let everyone present know that Brian Paynter was the biggest draw in Winnipeg. Apparently he just left people spellbound.

M. Griffin decided that relative to the Friday evening, the aim was to keep it simple.

Task: J. Webb to send along a schedule grid for an NWS to Mary Griffin.

OTTAWA 2002: Meetings held, Stephen Bindman and Hal Doran heavily involved. April 12-14th weekend. 3 Keynote speakers. Make Saturday lunch an event to attract non-journalists and press gallery types. Advertise it. Saturday night speaker: also include bloopers from across the country. The New R.O. (Local Ottawa TV station) are highly involved in award evening component of the conference. Possibly use Rick Mercer for Sat. Night speaker. Sunday brunch: airing "Scrum" by Richard Cleroux, documentary about Parliamentary scrum, with Cleroux there to answer questions. Possibly start on Friday at 11, to allow Montreal and Toronto people to arrive that morning. Keep Friday for workshops, Saturday for panels and repeated workshops. Keynote on Friday hopefully to be at the Parliament Building, with cocktails at Press Gallery. Speakers yet to be chosen.

Guests: Catherine Clark, Justin Trudeau, Ben Mulroney. Another National Newspaper War panel to also be considered. David Radler - Manager-popular in Vancouver? Maybe add a coach or famous player for the Sports panel - big draw, different perspective.

Adjourned for the day at 12:43 a.m. EST.

TUESDAY, JUNE 12th, 2001

Regrets: A. Pfeffer, B. Fox, G. Locke, E. Johnson.

T. Beutel - Chair

Meeting called to order at 9:00 p.m. EST.

1. MEDIA MAGAZINE

Publisher's report from Wendy McLellan submitted. She would like to resign from her position as Publisher as soon as possible, as she's indicated in the past. Discussion

about finding a new publisher ensued. Media magazine editorial advisory board to be asked for publisher suggestions, due August 1. Recommendations will also be sought from the membership by CAJ listserv and website. Deadline to choose new publisher: September at CAJ board meeting.

M. MacAfee asked if the Publisher position is truly needed, but consensus was, it is. Some discussion about reviewing the current status of the magazine, and making larger plans for revamping/improving it follow. Reports by R. Cribb and students from University of Ottawa are to be dusted off and re-examined by the Media Magazine Advisory Committee. K. Pauls notes that we still have quotes for expanding the print run, and having the magazine re-designed by our previous fundraising company.

A discussion regarding a possible merger with the Ryerson Review of Journalism ensued. R. Cribb notes that it's a very well-done magazine, but its publishing schedule hinges on the due dates of university schedule, and might not gel with Media's quarterly schedule.

It was decided that by August 1st, the Media Advisory Board is to suggest at least two names, for the Publisher position. Also, an open call for suggestions/submissions for the position is to be posted in the CAJ Listserv ASAP. A new Publisher will be chosen at the September Board meeting. J. Dickins is to advise W. McLellan of all of this.

Names suggested: Chris Cobb, Nick Russell, Lynne van Luven, Bruce Wark.

Discussion of raising pay for Media articles is discussed, but not considered possible unless the magazine becomes more profitable. K. Pauls to be sent 3-4 back issues of Media, to be shown to her graphic designer sister.

Media Committee membership: T. Beutel, E. Shein, P. Schneidereit, C. Bury, R. Cribb.

2. ADVOCACY (R. Cribb)

Report submitted. R. Cribb adds that he was invited to a meeting of the CJFE, to discuss the CAJ potentially joining an alliance of media-interested organizations, to pool resources on issues of freedom of information, protecting sources, etc. Consensus is that it's a good idea, but CAJ needs to retain some level of independence, especially on public statements. The CAJ has been able to respond quickly and effectively to issues of late, and a larger organization may slow things down in that regard. R. Cribb is to continue contact with CJFE, but discuss it, given assumption that CAJ retains said independence of public statement.

Open Government Canada thrives. Letterhead has been set up, and the website <http://www.opengovernmentcanada.org> is very popular. A letter generator, allowing request for information letters to various Federal government departments to be drafted quickly and easily.

J. Webb notes that the Manitoba government is revising their Freedom of Information laws, and will speak to Mike Gordon about creating a letter generator for the CAJ Manitoba chapter's website.

3. SPECIAL PROJECTS G. Locke not present. Nothing to discuss.

4. MEMBERSHIP (I. Bailey, K. Pauls, Bailey making report)

K. Pauls has been elected as Eastern Co-Chair of the Membership Committee, as of 2001 AGM. S. Khan is to work on reaching out to Hamilton area, also as per discussions at AGM. I. Bailey is in contact with Carmen Pauls Orthner of Saskatchewan, regarding her ideas for increased CAJ presence in Saskatchewan, and is currently waiting for a reply. Edmonton chapter will reconstitute in the fall, having lost its President and Secretary-Treasurer. Bill Stadel is new contact there. Suggestion that Edmonton may be site for a conference in 2003.

CAJ Membership notice has not been posted to the Listserv yet. J. Dickins to call Spiro Papuckoski on this issue. Wendy Cumming's report regarding promotion of the CAJ mentioned, and will be sent to all members of the Membership Committee. J. Webb to join Membership Committee.

R. Cribb notes that he was speaking at Wordstock, Ryerson's one-day conference in Toronto, and was amazed at the attendance. 175+ people, mostly from small newspapers in the region. An audience that the CAJ isn't reaching. He spoke to the Canadian Newspaper Association rep, and it went well, with offers of the CNA sharing their mailing list of the conference attendees with the CAJ. Possible alliances with the CCNA discussed, and referred to Membership Committee.

5. NEW BUSINESS

a) Statement of Principle. Already covered in previous teleconference session.

b) Definition of Journalist. Consensus reached by Board that the inclusion of journalists in Bill 144 is a good thing, and not in conflict with previous CAJ positions regarding the inclusion of journalists in NAFTA. The bill places journalists as part of the justice system, which is seen as a good thing. R. Cribb to speak to Stephen Bindman as to Board consensus.

c) Deb Jones spoke to C. Bury as to whether the Board was satisfied with her performance as Listserv moderator. Unanimous consent that she's doing a great job. She suggested that the Board should make a bigger presence on the Listserv, which all agree to do.

6. NEXT MEETING

Board will meet in Ottawa the weekend of September 29-30, 2001. Choice will be circulated to all absent Board members, since September 22nd also seems to be available.

Board meeting in Ottawa, weekend of January 26-27, 2002 (tentative), followed by AGM at Ottawa conference (April 12-14, AGM on the 14th).

7. COMMITTEES

Membership discussed, clarifying many changes made during rest of teleconference call.

BUDGET

E. Shein (chair)
T. Beutel

FUNDRAISING

T. Beutel (chair)
W. Cumming
K. Pauls
Z. Hunt
E. Shein
T. Arnold
M. Griffin
A. Pfeffer

ADVOCACY

R. Cribb
C. Bury
T. Beutel
Suggested: Murray Brewster

AWARDS

T. Arnold (chair)
M. Griffin
E. Johnson
T. Beutel

MEMBERSHIP

I. Bailey (West Coast chair)
K. Pauls (East Coast Chair)
M. MacAfee
M. Griffin
J. Webb
T. Battis
S. Khan

CONFERENCE

M. Griffin
P. Schneiderei
M. MacAfee

SPECIAL PROJECTS

Greg Locke (Chair)
Charles Bury
Boni Fox (web site)

MEDIA MAGAZINE

Trudi Beutel (Chair)
Elaine Shein
Robert Cribb
C. Bury
P. Schneiderei

List of committee members to be sent out to Board via email ASAP. Committees

encouraged to draw in new members from the general membership. Suggestions made: Jacques Poitras for membership, though he may be busy setting up a New Brunswick chapter. Ian McDougall for Advocacy. Murray Brewster for Advocacy. Rob Brown and Sean Frinette, from ITV, suggested. Natalie Clancy for Conference Committee, especially helping with awards video.

*ADJOURNMENT at 10:57 p.m. EST. Moved - C. Bury, Second - E. Shein.
CARRIED*