

**Minutes of the Meeting of the Board of Directors
Canadian Association of Journalists
Sunday and Monday, May 26-27, 2002
Via teleconference**

Attending: Michelle MacAfee Mary Griffin
 Karen Pauls Trudi Beutel (Chair)
 Paul Schneidereit Greg Locke
 Erica Johnson Amanda Pfeffer
 John Dickins Tom Arnold
 Charles Bury Elaine Shein
 Robert Cribb Saleem Khan

Regrets: None
Convened at 6:02 p.m.

J. Dickins clarified that T. Arnold can now serve on the Board again, as past president, since B. Fox Gray has stepped off the Board due to her fundraising job situation, R. Cribb asked T. Arnold to return to the Board. T. Arnold accepted.

1. AGENDA APPROVAL

No changes. J. Dickins noted that Ann Brady, who is doing up the AGM minutes, is ill. Relevant items from those minutes will be added to New Business.

Motion: Acceptance of agenda.

Moved: S. Khan

Second: E. Johnson

CARRIED

2. APPROVAL OF PAST MINUTES.

Moved: E. Shein

Second: C. Bury

CARRIED

2a. TASK LIST

All completed items were taken out. Ongoing: press clippings from CAJ mentions from the past 10 years. K. Pauls noted that all Membership Committee items need to be dealt with within the next month, except for bookmarks and posters, which are delayed until funding comes through. Websaver has been delayed - G. Locke says it'll be done by August. Basically, just a Windows screen saver with CAJ graphics. Approach to be made to Heritage Canada for grants re: translation for the NWS Montreal. J. Dickins continued: bylaws for Foundation are ready to go to Industry Canada, but unsure about charitable status. Speaker list of past speakers is complete, based on information available from conference program booklets, but no one has submitted further possibilities to main office.

3. EXECUTIVE ELECTIONS (C. Bury)

Exception to rules being made for T. Arnold returning to the Board as the bylaws state that it is normally the immediate past president who holds the past president position

Motion: That T. Arnold be placed back on the CAJ Executive.

Moved: C. Bury

Second: E. Shein

Accepted the nomination

CARRIED

Motion: That T. Beutel be named as Chairperson of the Board.

Moved: E. Shein

Second: M. MacAfee

Accepted the nomination

CARRIED

Motion: That C. Bury be named as the Vice-Chairperson of the Board.

Moved: E. Shein

Second: K. Pauls

Accepted the nomination

CARRIED

Nominations for Vice-President:

P. Schneidereit - Moved: K. Pauls, Second: R. Cribb.

K. Pauls - Moved: R. Cribb, Second: S. Khan.

Both accepted the nomination

CARRIED

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Secretary-Treasurer

Motion: That E. Shein be named as Secretary-Treasurer of the Board.

Moved: P. Schneidereit

Second: K. Pauls

Accepted the nomination

CARRIED

Committees to be handled in September. Easier to handle it face-to-face. At AGM, all former directors were acclaimed. Resigned: I. Bailey and J. Webb. M. Cook returned to Board.

Motion: Acceptance of the Chief Electoral Officer's report.

Moved: S. Khan

Second: E. Shein

CARRIED

4. PRESIDENT'S REPORT (R. Cribb)

Report in package is mostly the same as at AGM. New business: hotel has been nailed down for first CAJ/IRE conference in Vancouver, namely the Pacific Palisades Hotel. Ian MacDougall, R. Cribb, Brant Houston had a conference call about it, discussed panels, decided that it would be on Saturday, October 5th, in two rooms, 10 panels to run simultaneously. Issues include terrorism, environment, background companies, with a focus on both sides of border. How to handle stores on a

continental perspective, since these beats are becoming international. Have a Canadian and American expert on each panel, discussing the resources, challenges of their field. Two IRE Board members are at the Seattle Times. Don't know their names, have not been previously involved with CAJ.

Hotel for 2003 conference in Toronto is the Toronto Hilton on Richmond Street, which is newly renovated. Conference rooms for free, room rate is \$179, which is not bad for Toronto. Location is across the street from the City Hall. Dates: May 23-26, 2003. Co-chairs will be Mike Gordon and Erin Paul. Bylaws for Foundation will be in soon. CIDA Fellowship has been launched, and some calls have been received about it. Some concern about how many entries will be received, since it was confirmed and announced late.

R. Cribb continued that the issue of listserv has resurfaced, but is not sure when to discuss it. Has met fierce resistance from the moderators on the issue. Would like to put the issue on agenda for next meeting, due to wait on written list of concerns submitted by D. Jones, CAJ-L moderator.

Motion: Acceptance of President's Report.

Moved: R. Cribb

Second: E. Shein

CARRIED

5. EXECUTIVE DIRECTOR'S REPORT (J. Dickins)

Has sent out report. Everything is going nicely so far. Was impressed with the last conference, wanted to compliment core of organizers.

Moved: J. Dickins

Second: M. MacAfee

CARRIED

6. BUDGET (E. Shein)

Actual cash in the bank at start of year: \$16,000. \$120,446 revenues brought in. Currently hovering at \$40,000. Expecting that at the end of the year, will be at \$16,500, which is more of a surplus than was expected earlier. However, the surplus is all dependent on how the NWS goes. Given the current status, notably not meeting sponsorship targets, breaking even is very good. Media Magazine is going to break even or may post a slight loss, but certainly nothing significant. Profit for the conference was decent, but will probably be chewed up in cash flow quickly. On the whole, holding the course.

Moved: E. Shein

Second: E. Johnson

CARRIED

7. FUNDRAISING (T. Beutel)

Motion: That "Sponsorship, Advertising, and Fundraising - Boni Fox Gray" be added to the CAJ letterhead.

Moved: T. Beutel

Second: P. Schneiderei

J. Dickins clarified that her name shouldn't be prominent, but that it be listed near J. Dickins's. New letterhead is needed anyway. K. Pauls asked if there will be room, and J. Dickins said that there was room for the English and French slogans, and the addition of B. Fox Gray's name. Questions arose as to why this is necessary. Gives prominence to B. Fox Gray, but also shows that the CAJ is large and expansive enough to have a dedicated fundraiser. M. Griffin felt uncomfortable having a business listed on the letterhead. E. Shein suggested that we should have the legitimacy of having an official fundraiser associated with the CAJ, and suggested perhaps having two types of letterhead, one with, one without the name. R. Cribb suggested that the problem is having a company name on the letterhead, since that can make the CAJ seen to be promoting a business. J. Dickins stated that splitting the print run of the letterhead is possible, if necessary, but really not advisable. General consensus was that the issue would be dealt with the next day.

Motion: That the price of Media Packages be bumped up to equal the value of Non-Media Packages.

Moved: T. Beutel

Second: K. Pauls

Originally established because non-media sponsors are not journalists, and usually have more money than journalists. Even given this, the Media still have exclusive rights to sponsorship of specific events, even with the leveled playing field of sponsorship.

Friendly Amendment (K. Pauls): That the package prices be flexible, depending on where the fundraising is being done.

Motion CARRIED

Motion: That an unlimited number of employees of the Platinum media sponsors be given a 25% discount on their early bird registration fees, and that 25 employees of the Gold media sponsor be given the same discount.

Discussion ensued. J. Dickins explained that the discount given for the media sponsors would be offset by increased numbers of employees who'll take advantage of the discounted rate, and increased incentive for media sponsors to be Gold or Platinum-level at all. M. MacAfee suggested that larger companies would be reimbursing them in any event. K. Pauls also added that casual employees, especially of CBC, might be interested in that. Also wondered how the 25 people limit would be administered, since CBC might not be interested in being that involved in keeping track of who needed the discount. Randomly cutting off the 26th person would be problematic. P. Schneiderei suggested making it 10% off an unlimited number of people, instead. J. Dickins explained that the Platinum discount would be \$40 off the early bird rate, or \$120 final cost. Numbers tossed around, and 60 taken as a realistic limit as to number of early bird registrants from a major media outlet, which is considered a reasonable trade-off. Also a good selling point to media sponsors, gets bodies in seats at conferences, encourages people to register before the last minute.

Friendly Amendment (R. Cribb): That the Platinum sponsor be given a 20% discount for an unlimited number of employees, and the Gold sponsor be given a 10% discount.

Moved: T. Beutel
Second: E. Shein
CARRIED

Last point: B Fox Gray wanted to add information on fundraising and sponsorship info to the web page. G. Locke said to just pass it on to H. Doran, CAJ webmaster. E. Shein recommended that normal conference sponsors only gets mention on the page for 6 months after the conference they support, unless they take a Plus package.

TASK: Send fundraising information to H. Doran for posting on website.

8. CONFERENCE.

A. Pfeiffer heading back to Montreal, and would discuss Ottawa conference on Monday portion of conference call.

MONTREAL NWS (M. MacAfee)

Not a lot of progress made in terms of getting new speakers booked recently. 6 workshop leaders booked, 1 keynote. Looking for more suggestions. T. Beutel suggested getting Thomas French, who won the Pulitzer, and is on the speaker circuit. J. Franklin, perhaps, though he usually asks for 1st class airfare. M. MacAfee wanted to make sure that there's a balance of men and women. M. Griffin suggested asking IRE speakers, from their web page, if they are available for a CAJ conference. S. Hartman did an event for the Manitoba chapter, doing stories about ordinary people, and that was very successful.

E. Johnson suggested Lynn Burgess, who co-produces documentaries for CBC. M. MacAfee ran over the list of people who turned it down. Mostly just wanted a keynote, preferably a writer. K. Pauls suggested Sally Armstrong, E. Johnson suggested Naomi Klein. M. MacAfee noted that Anne-Marie MacDonald won't do anything leading up to her next book, but doesn't object in principle. R. Cribb suggested trying for Michael Moore yet again. M. MacAfee also wanted to know if it is 10 or 12 workshop leaders maximum that can be invited to the NWS. It was pointed out that it is 10 speakers, but mostly attention must be paid to cost - local people save costs. Plans to have the speaker list completed by the end of June. Adrienne Arsenault, Don McKellar, Aaron Sorkin suggested.

TORONTO 2003 (S. Khan)

Erin Paul and Mike Gordon are co-chairs. Both co-chaired (with R. Cribb) the last Toronto conference. Generally, going to have investigative focus again, including a full-day stream for producers, CAR. Even split between broadcast and print. Focusing on 25th anniversary theme.

TELEVISION CONFERENCES (E. Johnson)

Huge venture for the CAJ. Requires Executive Producer, Producer, higher levels of production, editing suite, broadcaster, etc. Concluded with just doing a quick, 8-minute piece about it, including highlights, interviews with winners, etc. Problems

being that it would be too early in the year and therefore requires a producer, and needs to be done overnight, since the awards are done on Saturday night.

Will talk to Sunday Morning - not sure what season will be like- see if there's a sympathetic producer who'd work with the CAJ. Would need to quietly know who winners are, in advance. K. Pauls suggested not letting winners know in advance, but doing more generic interviews about the nominated piece instead. Also, problematic in that winners are announced Saturday, giving little time to prepare a piece for Sunday. Would probably have to run the week after the awards. Assuming that the TV season isn't over by the time of the conference.

TASK: E. Johnson to prepare a report for September, outlining how serious CBC TV is about broadcasting a piece on the CAJ awards. Will Sunday Morning be on at the time, and would they send someone in to produce the piece, liaise with E. Johnson? These are a few of the questions that arose.

Sunday Morning is interested in this CAJ project and would lend out a camera to produce it, but E. Johnson not available to do it. R. Cribb noted that there was a news crew covering the CanWest panel at the Ottawa conference, which managed to turn it around for broadcast the next day. Not as in-depth as the planned awards piece, but still some interviews done. Find out who produced it - M. MacAfee noted that Murray White was heavily involved. R. Cribb suggested that the best journalism in the country should be able to get twenty minutes on-air.

Alternately the CAJ could supply the people by ensuring that they are available for live phone-in on the Sunday morning. Possibly syndicate something, so they aren't re-interviewed repeatedly on the same subject. K. Pauls and E. Johnson to discuss the issue, possibly doing a joint TV/radio Awards broadcast. S. Khan to talk to Tim Knight about it.

Adjournment delayed, on advice of J. Dickins with awards and advocacy done on Sunday evening rather than the Monday as originally scheduled.

8. AWARDS (J. Dickins)

J. Dickins thought they went well. Number of entries were almost at the same level as the year before, despite worries that the NNAs had problems with turnout. Priorities for awards committees include finding new judges, since some existing ones aren't available anymore due to work. Also noted that entrants will have to submit four entries, not three, so awards video people get the material sooner. Money surplus is going to be around \$2500-3000. Brings in \$17 000, expenses are around \$15 500.

K. Pauls suggested Bill Turpin, late of Daily News, professor at King's College, as possible judges. T. Beutel suggested David Beard, another CanWest Casualty, in Vancouver. K. Pauls asked if Shirley Muir had been contacted as possible judge. Previously worked for WTN but now a possibility - currently working for City of Winnipeg.

Moved: J. Dickins

Second: M. MacAfee

PASSED

9. ADVOCACY (R. Cribb)

Report is mostly the same as at AGM, will note major changes and events since then. Has spoken about media concentration a lot, including with Vancouver lawyer Alan Wax. Has asked a committee to discuss the issue, composed entirely of journalism pros, to avoid accusations of bias. Has a list of names, The committee will definite terms of reference and will have one year to compile their report and present at the next CAJ conference. E. Shein to be the board representative on that specific committee.

R. Cribb noted that there used to be an active Journalism Educators caucus, which has since died because the conference was always held during peak marking time (April). Caucus was revived somewhat in Ottawa. Now have an informal mailing list, which R. Cribb is on. Having conference in late May should help their attendance. Also noted that there used to be an Educator representative on the CAJ Board, usually from Carleton, to reduce costs. M. MacAfee suggested the director of J-school at Concordia.

Lynn Van Luven used to be Board rep, and once she left, it petered out. C. Bury noted that the Educator's association was originally a distinct, older identity, and was folded into the CAJ as a chapter. R. Cribb noted that early debate on the list has been about whether they want to be a distinct organization, or part of the CAJ, and consensus seems to be that being part of the CAJ makes their work more relevant.

K. Pauls suggested motion to assign someone and have it discussed at September meeting.

Motion: that a position for a National Director, representing Journalism Educators, be created at the September Board meeting.

Moved: K. Pauls

R. Cribb suggested that the Board is huge and costly already. K. Pauls suggested just appointing someone from Carleton, to save costs. C. Bury noted that first rep. could be appointed, but later ones would have to be elected, just like a chapter. M. MacAfee disagreed, suggesting that the Caucus should have the right to elect someone of their own. We'd have to pay, sooner or later. Mary McGuire, Catherine McKercher currently on-tap as possible reps. Mary McGuire to make presentation at September Board meeting on the topic.

E. Shein noted that a full Board member can cost meals, etc. Would probably be too expensive. Perhaps find a liaison, but not a Board member? M. MacAfee pointed out that it is a good idea to have a professor at the board table, as they are good pipeline to the J-students.

K. Pauls withdrew motion, above.

Task: M. McGuire to speak to CAJ Board at September Board meeting, re: representation to Board by Journalism Educators.

R. Cribb noted that he went down to Nova Scotia to speak about FOI. Went before

a hostile group of Tories and did a presentation. Government passed legislation though on FOI fee increase. Murray Brewster in Halifax has found a lawyer who might be willing to do pro bono work on this issue, as will our Halifax legal advisor, Jim Rossiter. Possibility of mounting a legal challenge against this legislation. Waiting to see what the lawyers think, but must be pro bono.

C. Bury suggested that it is against policy for the CAJ to be involved in court cases before they hit the Supreme Court. Since the CAJ is legally a national organization, we're not supposed to be involved in non-national court cases. Issue to be brought up during Manitoba chapter report, to be tabled tomorrow. Will wait until then. C. Bury can't find note of that in the bylaws; Suggested that perhaps it has just been a general practice.

Motion: Acceptance of the Advocacy report.

Moved: R. Cribb

Second: E. Johnson PASSED

ADJOURNED FOR THE EVENING 8:31 p.m.

Moved: T. Beutel

Second: E. Shein

CARRIED

MONDAY, JUNE 27th

CALLED TO ORDER, 7:02 p.m., EST

10. MEDIA MAGAZINE (N. Russell)

Took over committee at beginning of the year. Had first board meeting February 27th. N. Russell felt that he is on same wavelength as David McKie. Media Mag board currently consists of Catherine Ford, Elaine Shein, Wendy McLellan, Chris Cobb, John Gushue, Michelle MacAfee. Needs one or two more. Have cut back to three issues a year due to budget cutbacks for now. Awards issue currently in production. Fall issue will focus on CAR. Feels that CAJ tie-ins should be done as often as possible.

Wants one or two more regular sections or topics. Tends to think it should be like Quill Magazine. Sections on Ethics, FOI, etc. on a regular basis, in addition to special features. Plans to do freebies. Will have free copies at Wordstock this summer. Need to celebrate the successes of Canadian journalism, rather than "whining about CanWest" every month. Will probably never make a profit, maybe not even balance the budget every time but Media needs to write about these issues and also be visible too.

S. Khan says that having a stack of Media magazines at CAJ events is SOP in the Toronto chapter suggesting that it would work well for others. Also done in Montreal.

E. Shein asked what overrun of printing is. J. Dickins replied 400 copies per issue. We also send 300 copies to the CMPA. J. Dickins has put a stack aside for

Wordstock. Isn't sure if the new issue will be ready in time though.

TASK: J. Dickins and N. Russell to Talk about Media and Wordstock.

E. Johnson: Relationship between Media and Carleton University's magazine. D. McKie doesn't want to turn it into a Carleton/academic magazine. N. Russell pointed out that the strength is that it is done by working journalists, generally. R. Cribb suggested that CAJ Board would be a good source of ideas.

TASK: N. Russell to send off an email to the CAJ board, formally asking them for ideas for Media magazine ongoing features/content.

Move to accept N. Russell's report: C. Bury
Second: E. Shein CARRIED

R. Cribb brought up CAJE discussion. N. Russell said that there was a meeting at the last conference, but it has been tough to find someone willing to take the bull by the horns and make things happen. R. Cribb asked if the Board can do anything to help. N. Russell to get back to R. Cribb. N. Russell reported that the complaints of most of the CAJE Caucus is that the national conference is constantly held at the time of their highest workload, April, when they are in the midst of marking, etc. N. Russell observed that the late May date, and centralized, Toronto location should be useful.

N. Russell signed off.

11. LETTERHEAD DISCUSSION (Continued)

M. Cook asked for an explanation of Boni Fox Gray's note. E. Johnson expressed feeling badly that B. Fox Gray regarded the questioning from the night before as questioning her motivations. E. Johnson just wanted to know why her name and position would be added to the letterhead, who else does such a thing, and generally what the benefits would theoretically be but NOT an attack on Fox Gray. J. Dickins clarified that he told B. Fox Gray about the discussion in general earlier that day, and made it clear that it was not an accusation or even questioning of her trying to take advantage of the CAJ or her position. T. Beutel read out key portions of the letter from B. Fox Gray to direct discussion. Others agreed that the tone of the letter seemed defensive. J. Dickins explained that B. Fox Gray had not taken offence at anything discussed.

Motion: That "Boni Fox-Gray, Sponsorship, Advertising & Fundraising & Advertising Co-Ordinator, Firefox Communications" be added to the list of CAJ directors on the letterhead.

Moved: T. Beutel

Second: K. Pauls

S. Khan asked if B. Fox Gray's phone number should be included. C. Bury suggested that the descriptive title is too long. J. Dickins suggested that having it shortened, and

without the number, would look better, more uniform. Including a number for just one person would look silly. Felt that having one phone number is simpler, and doesn't believe that it is necessary to have her company listed, as well. General feeling was that it was an okay idea, but aren't sure where it should be on the letterhead.

R. Cribb clarified that the issue is whether it should include the statement "B. Fox Gray: Firefox Inc." Current contract with Firefox is up for renewal in 2003. No real risk in this; only going to print up 250 sheets of letterhead or so. Consensus was that name should go on, but not include the company name or contact info, since all sponsorship will eventually go through the main CAJ office in any event. But do note her as Fundraising Co-ordinator.

Friendly Amendment: That "Firefox Communications" be deleted from the motion, above.

Moved: C. Bury

Friendly Amendment: That title be shortened, as suggested by B. Fox Gray, to "Boni Fox Gray - Sponsorship/Fundraising Co-ordinator."

Moved: T. Arnold

J. Dickins clarified that the title and info would be added to relevant sections of the website, and include contact information for her on the site (email).

Motion CARRIED

TASK: J. Dickins to run the new letterhead by the Executive before sending for final printing.

13. CHAPTER REPORTS

Most are included and therefore did not warrant discussion. K. Pauls asked if there is a Manitoba rep, and nobody knew. John Webb was the last rep. but has since resigned. T. Beutel said that the Vancouver chapter would partner with the Canadian Centre for Policy Alternatives for a June 12th event. David Beers, terminated in September by CanWest due to reporting around the Israel/Palestine issue, would discuss convergence, media concentration, so on. Vancouver Magazine to be a co-sponsor. Charging \$10, asking for donations. Worked at the last event.

Debate arose. If it is a pure CAJ event, it is a \$15 minimum charge. But on the B.C. event it was noted that it would be primarily handled by other parties, and therefore asking for money would be questionable. Agreement was that there would be donations asked for at the door, which would be split afterwards. No formal fee for the event. Rules stipulate that there's a \$0-5 minimum charge for members, \$15 to non-members, if it is a pure CAJ event. Question arose: Money is made from donations, but no new members, in Vancouver. M. MacAfee said that, at a Montreal CAJ event, with the rules in place, they racked up 5 new members at one event.

Debate has been had before. Conclusion was that the minimum charge for non-members was best. Question is whether a pure CAJ event could be handled the same as a joint event. Currently, joint events are half the cost of chapter events.

TASK: To discuss the issue of chapter events, CAJ-only vs. joint events, at September's Board meeting.

R. Cribb said that our name being attached to an event has value, even if we don't perceive it. Question is, what is the value of the membership, if there is no discount on events to non members. Discussion continued.

E. Shein said that the motion from September 2001 was as follows: That the CAJ charge the following rates for all chapter events: \$0-5 minimum for members, including students, and \$15 for non-members."

Co-sponsorship not included in the motion.

Motion: That all co-sponsorship events with the CAJ follow the CAJ regulations regarding admittance fees to chapter events.

Moved: M. Griffin

Second: T. Arnold

Much debate ensued. Clarification that this cannot retroactively affect events in planning. P. Schneidereit suggested that there should be loopholes in this, if the event that a proposed event would work better, to gain membership. K. Pauls suggested that, in Halifax, King's College contributes \$200 for the sake of letting all students into chapter events for free which might conflict with the current policy. Debate continued. In theory, chapters should send money to National Board, but none do currently. Money was being made because chapters were holding pay events.

P. Schneidereit asked for clarification of the motion. R. Cribb clarified that, if an event has the CAJ name on it, the current policy applies. But if there is a problem it can be taken to the Executive. However, E. Johnson said that if the organizing is handled at the last minute, we're going to be charging the members of the other organization, that may be doing most of the work, just for getting us involved. If it prevents the CAJ from getting involved, they walk away, but possibly inform the chapter. R. Cribb clarified that the pricing policy rewards members, penalizes those who are not.

Motion changed to Amendment

Amendment: To add "including co-sponsored events" to the existing policy.

VOTE: M. Griffin, T. Arnold, M. MacAfee, A. Pfeffer, R. Cribb

VS: K. Pauls, P. Schneidereit, G. Locke, E. Johnson, C. Bury, E. Shein, M. Cook

Abstain: S. Khan

DEFEATED

Existing policy is still in place, all rules are in play for single CAJ events. P. Schneidereit felt that there is a difference of opinion on how to handle the co-sponsored events, and given that the policy has only been in effect for 9 months, a hardline rule might not work now. K. Pauls suggested that Membership Committee come up with an alternative plan for the co-sponsored events.

TASK: Membership Committee to discuss new policy for joint-sponsored events.

TORONTO CHAPTER (S. Khan)

Felt it to be a disappointing year, as outlined in his report. Had trouble getting volunteers for events, which meant fewer events, which also means that members feel there aren't real benefits to being a member. Has approached several fairly prominent people in Toronto, who said they'd be willing to help with the chapter events even if they won't join the chapter itself. Consensus from others is that if this idea works to let the rest of the Board know about it.

P. Schneiderei was contacted by Byron Christopher, who is extremely interested in the CAJ's Code of Ethics, and intends to promote a CAJ Edmonton chapter, and encourage his students to do so. P. Schneiderei wondered what the situation is in Edmonton. Not currently a chapter in operation there. 77 members, but no executive in operation. Bill Stadel intended to start a chapter, and Jennifer Warren had to drop out. Stadel did not respond to emails, and the Edmonton chapter didn't work out.

M. MacAfee clarified that the CAJ got between \$750 and \$1000 from the Riff Raff Ball, a dance/morale booster event by Montreal Gazette employees. It was not union-driven event. Proceeds split between the CAJ and the FPJQ, as a thank-you for their efforts with the Gazette strike.

14. MEMBERSHIP COMMITTEE (K. Pauls)

Unable to have a teleconference before the meeting, but sent out a report already. Committee has been inactive since I. Bailey left the board, and intends to get going, but has nothing specific to report.

TASK: J. Dickins to send the list of chapter heads, and contact info, to Membership Committee.

S. Khan trying to get regional representative for the Toronto chapter, given that there are chapter members scattered across a fairly large area. Also asked, on the CAJ list, for feedback on the value of membership. Consensus is that members want advanced training, advocacy and an affordable health insurance plan. K. Pauls to put together the next CAJ News, and will be asking for write-ups of events, such as coverage of the Riff Raff Ball, the Manitoba Event, President's Report. K. Pauls stated that she needed the ad text from the NWS flyer.

Committee members for the year have not been changed. Will remain unchanged until September.

K. Pauls clarified that membership numbers are more or less normal, but seriously down in Manitoba. Also discussed that bookmarks should be made as a free promotional tool, but monies not currently available. S. Khan asked if the new brochures are available yet. J. Dickins says that they are ready to be printed after a few minor revisions but they do need board approval first. K. Pauls stated that a stack of brochures should be sent to chapters and board members to distribute. K. Pauls asked who the Membership Committee members are: K. Pauls, M. MacAfee, M. Griffin, S. Khan identified at present. E. Shein suggested that sending extra conference programs with new memberships is a bad idea, since it would crank up postage, and there's little overrun on them in any event.

OTTAWA CONFERENCE (A. Pfeffer)

380 showed up, 400 was the goal. \$14 000 made, more than St. John's or Halifax, less than Edmonton and Toronto. Using the website for conference promotion worked out well, in terms of booking, scheduling. For next conference, online conference registration would be a good goal. Didn't feel that a lot of big names were lined up for the conference. CAR was over capacity every time they were run, lots of interest. Possibly expand workshops for CAR and a possible moneymaker for local chapters. Suggested using it as a major selling point of the conference. Workshops generally seemed to work out well. Steve Wadhams was written up very well. Art panel was very popular.

Awards video material was arriving way too late. To counteract the problem, J. Dickins says that all awards entrants submit 4 copies, so there's a spare copy available at the main CAJ office, which can be easily shot for the video. A. Pfeffer noted that bloopers were a good idea, that didn't come together. Also suggested that the luncheon could be used to draw in people from the community at large if promoted better.

E. Shein noted that there wasn't a speaker system for all rooms, and some complained that speakers were hard to hear. Note for the future is the importance of speakers and microphones.

Bigger problem: CanWest made transcripts of the tapes of some panels, and some attendees faced disciplinary action at work as a result of what they said at panels.

16. NEW BUSINESS

CHAPTER LIAISON

Moved: to have a Chapter Liaison Board member.

Moved: R. Cribb

Second: E. Shein

CARRIED

Duties of the Chapter Liaison would include keeping in touch with chapters, and working with chapters.

Motion: that M. Griffin be made the first Chapter Liaison.

Moved: K. Pauls

Second: E. Johnson

CARRIED

LISTSERV DISCUSSION

Deb Jones' email discussed. In short, there are 500 people on the list, only 25% of whom are current CAJ members. 25% are lapsed members, and 50% have never been members at all. Due to possible changes in email that the CAJ office is unaware of, there is room for error, but the proportions are probably within a few percentage points. The Board had previously decided to make the listserv a pay-only

list. Only CAJ members, or those who pay a \$20 yearly fee, will be allowed to use the list, after a 3-month trial period. The moderators - D. Akin, D. Jones, and C. Bury - are against this change. If it is done, Akin and possibly Bury will quit as moderators, and Jones will stay until September, then consider her options. The moderators felt that it could be a huge amount of work to move to a pay system, and won't do it.

Lengthy discussion ensued with questions arising whether CAJ-L is to be a benefit for members, or a service provided for the journalism community at large. Some noted that, if closed, the list would become less of a benefit than it is while open. Others pointed out that the CAJ offers too many free services, and that it needs to provide more value for taking out a membership.

Motion: to suspend the decision to go ahead with making the list members-only, in light of the moderators being unwilling to do it.

Moved: A. Pfeffer

Second: K. Pauls

Discussion continued. R. Cribb asserted that all information is now available, and delaying is pointless. M. MacAfee asked if new moderators can be found. K. Pauls asked if, it is kept free, would it help in the application for charitable status. It can't be made read-only for non-members and having both members- and non-members lists is not feasible either. Basic split: is it a benefit for members, or a promotional tool? E. Shein read out the original decision from January to clarify discussion.

Vote: A. Pfeffer, E. Johnson, K. Pauls, M. Cook in favour

M. MacAfee, S. Khan, E. Shein, T. Arnold, M. Griffin, R. Cribb, G. Locke against
DEFEATED

TASK: G. Locke to contact moderators, tell them of Board's decision.

T. Arnold stated that a timeframe must be established. G. Locke suggested announcing the change in list policy on August 1st, and that the 3-month 'grace period' before the list is closed to current non-members would end in late October. D. Jones will make her decision about resigning in September. Doesn't want the list to die 'on her watch.'

Confusion arose as to whether new non-members will be allowed on the list after August 1st. Would there be free trials for non-members? G. Locke clarified: there will be a free 3-month trial available to non-members, whenever they sign up. That way, non-members can sample the list for a reasonable amount of time before having to decide whether they feel it is worthwhile to spend their money to stay on it.

TASK: G. Locke to clean up guidelines for the 'new' listserv, and send them around to the Board and moderators.

BONI FOX GRAY'S PROPOSAL

Motion: to discuss Boni Fox Gray's new fundraising proposal.

Moved: E. Shein

Second: R. Cribb

CARRIED

R. Cribb met with B. Fox Gray about an idea. Essentially a high-profile, public lecture series, by big-name CAJ members, about journalism-related issues. There are two ways to handle it. Either it could be administered and run by the CAJ, which requires a greater financial risk, but would potentially gain greater profits. Or, alternately, Firefox would run the series, with the CAJ sponsoring the event. It would make it a low-risk event, with little need to provide financial backing, but with the CAJ getting a percentage cut of the profits, instead of most of them. Currently pitched as a 5-year deal.

No consensus reached, since most of the Board had not read the original proposal. Discussion tabled.

TASK: Executive to discuss B. Fox Gray's proposal via email and/or teleconference, for resolution at September board meeting.

NEXT MEETING

Next meeting in Ottawa. Conflicts arise for most weekends in early September, early October. Some conflicts on the weekends of the 21st and 28th.

TASK: J. Dickins to send list of potential meeting dates to Board, Board to send in votes for their preferred time. Weekend with the highest number of votes is the date of the next meeting.

MOVE TO ADJOURN

Moved: E. Shein

Second: K. Pauls

CARRIED