

CANADIAN ASSOCIATION OF JOURNALISTS
MINUTES OF MEETING – OCTOBER 1, 2010

Present:

Dale Bass	Raj Naraynsingh	Elizabeth Thompson
Bill Curry	David Wiwchar	Maryagnes Welch
Hugo Rodrigues	Paul Schneidereit	John Dickins

Meeting called to order at 10:22. P. Schneidereit chaired.

Chair welcomed new faces to the CAJ board and went around the table with introductions of everyone.

1) Approval of agenda as written:

Under new business, board future to be added as a way of bringing together all the ideas spoken of this weekend. Chapter discussion to take place under membership. M. A. Welch wants to talk about membership drive as well. Bylaws to be covered under new business.

Moved: D. Bass Second: H. Rodrigues Carried

2) Approval of past minutes:

H. Rodrigues to be added to list of regrets from last meeting.

Discussion to note that D. Bass had two emails with Bea Vongdouangchanh but never heard anymore.

Moved: D. Bass Second: MA Welch Carried

3) President's Report (Excerpt from written report)

It's been a fairly quiet summer since my last report in Montreal so 'd like to use my report to highlight two things I'd like us to talk about that aren't anywhere else on the agenda.

- A membership drive: Membership is down by about 500 from our peak, and that means revenues are down. If we aren't likely to have any fall conferences, and now that the website is no longer an embarrassment, we should have a membership drive that includes j-schools, the major newsrooms, community

papers and the ethnic media. I've been meaning to get this going all summer, and it's a fairly big task that will involve some coordination with the board. I think it makes sense to create a membership drive committee that can divvy up the work, set deadlines and enlist the help of active members in big cities (Karen Kleiss in Edmonton, Sue in Montreal, Harvey and Jen at the CBC etc). The first step, I think, would be to develop some new and jazzier material we can e-mail to people that includes the practical reasons why they should join, some sense of upcoming conferences and maybe some testimonials from well-known reporters. It would be great to involve the chapter reps/contacts so they can use any membership drive to give their chapters new momentum. Can look at chapter facebook pages as well and the regional reps also have a way of keeping in touch with their regional and chapter members.

Last thing: I want to thank Dale and John for basically whipping up an annual conference out of nothing, in about three months. It might not have been a big one, but it was interactive, topical and it made money and moved us forward on some key partnerships. It was a pleasure, as always, working with you both.

MaryAgnes is taking on the task of facilitating and publicizing the meetings in Montreal and Toronto. MA talked about some of the challenges facing her timewise. D. Bass asked how the board could help. MA replied that it would be great if someone could take on the membership drive.

Moved acceptance: D. Bass Second: Raj Naraynsingh Carried

4) Executive Director

Working part-time hours – juggling priorities, emails have fallen behind for a bit. Hooked up canadianjour to blackberry. Hit brick wall this summer especially with future uncertain. Feeling rejuvenated as board meeting approached and the planning of the crime reporting workshop started.

Talk ensued about CIDA Fellowship and we'd like to get it back again. J.Dickins was asked what needs to happen to get this re-launched. H. Rodrigues expressed concern. J. Dickins tasked to check with CIDA about the process for a fellowship. Questions were asked about the Hong Kong Fellowship. J. Dickins responded that we'll be relaunching because the knowledge of it does not seem widespread.

Board felt we should ask the ethics committee for a framework for accepting fellowships. Also should have a one page advice piece for Fellows letting them know what to expect and what they could be aware of. Maybe could have a conference panel with the ethics committee and previous fellows on the minefield of taking on fellowships.

Moved acceptance of E.D.'s report: H. Rodrigues Second: D. Bass

5) Election of Board officers:

Executive to be elected as well as committees

President: D. Bass moved. Seconded: Raj Naraynsingh.
M.A. nominated and acclaimed

Chair: D. Bass nominated. Moved by: M.A. Welch Second: H.Rodrigues.
D. Bass acclaimed

Vice-President: H. Rodrigues nominated. Moved: D. Bass Second: B. Curry
H. Rodrigues acclaimed

No second vice-president needed.

Secretary-Treasurer: P. Schneiderei nominated. Moved: M.A. Welch Second: D.
Bass. P. Schneiderei acclaimed

Communications Coordinator: H. Rodrigues nominated. Moved: D. Bass Second: E.
Thompson. H. Rodrigues acclaimed.

Committees:

Communications committee dormant.

Awards committee:

H. Rodrigues
D. Wiwchar
B. Curry

Adjourned for lunch

Returned from lunch.

6) P. Schneiderei delivered the financial report. See financial statement attached.
On the whole the news is looking good, CAJ is expecting a year end surplus of around
\$7k, just short by \$2k. Some discussion took place about cash flow and P. Schneiderei
stated that we're getting our bills paid.

Motion to accept financial report: Moved: M.A. Welch Second: D. Wiwchar -
Carried

Discussion ensued about how to handle the approval of budget and other items from the AGM.

Task: Hugo to explore utilizing website to facilitate approval of AGM issues by end of October, 2010.

7) Conferences:

a) Joint events:

CAJ was invited to a meeting with other organizations to look at a joint event, series of events for 2012, or conference. H. Rodrigues is looking for support from board to, in principle, work with the other organizations for the above-mentioned as our national spring conference in 2012. Ivor Shapiro said that he could try and help secure Ryerson as a venue. Ivor sees this series of events as 'journalism' week. The issue we need to address is the finances and how we come out of it with surplus. This is where it gets tricky. At the same time, we don't want to diminish our brand. M.A. Welch totally in favor working with RTNDA. P. Schneidereit suggested that finances are THE hurdle, not just one hurdle. Presumably though everyone is thinking of the financial angle too.

E. Thompson suggested getting FPJQ group involved and asks why Toronto.

Hugo explained reality is it needs to be in Toronto to be successful with any potential partners. Added FPJQ not excluded in possibilities.

P. Schneidereit didn't want to look like he's against the idea because when organizations go against each other, they start to diffuse the issue but as treasurer, he has to look at money.

He asked about the joint award possibility; H. Rodrigues said it's not a priority.

There is currently a template for joint events that the CNA has.

Motion: That the CAJ support, in principle, working towards joint event(s) with other journalism and media organizations, to be held in Toronto, tied into its annual conference in the spring of 2012; and,

That the CAJ board of directors appoint the following representatives to a subcommittee working explicitly toward this purpose, and, that this sub-committee reports regularly to the full CAJ board on its progress.

Moved: M.A. Welch Second: E. Thompson

Names to be inserted to sit on sub-committee: H. Rodrigues, P. Schneidereit.

Motion carried.

b) Crime Reporting Workshop

Discussion came up briefly about the crime reporting workshop. M.A. Welch stated the Gabrielle Giroday and David McKie were spearheading it but have not have time to do anything on it, despite the fact that space is still being held at Ryerson. Looking to do it in late January.

Discussion also came up about the Innovation conference. Kirk LaPointe wants to be involved in one in Vancouver. D Bass discussed with Kirk Lapointe hosting a joint CAJ-ONA one-day workshop with Rob Curley as an anchor.

With Rob Curley, there is a belief that it could be a success. Thought turned to also hosting an Innovation conference in the fall of 2011 in Toronto too. Both would be regional workshops.

c) 2011 Conference.

P. Schneidereit discussed concern about being very late selecting a place for the 2011 conference. Despite concern about Ottawa expressed by B. Curry, P. Schneidereit stated the reasons for having to host the event centrally. Just held one in Montreal, looking at a workshop in Toronto. Need to look at Ottawa. The Ottawa chapter are concerned about the possibility of an election in the spring of 2011. P. Schneidereit suggested that everything does not all fall on the local chapter to organize. But P. Schneidereit recognizes that it may not end up being Ottawa. May still have to look at Toronto again. But the CAJ must have a conference as it's our signature event, and financially, we need it. Thought given to Toronto. Discussion took place about when to have the next event. Friday, Saturday, or Saturday, Sunday? H. Rodrigues stated that the NNA's are having their awards dinner on Friday, May 13th in Ottawa with 300 people present.

J. Dickins to cost venues for Toronto and Ottawa for the spring of 2011, looking at universities and hotels.

Motion: Proceed for conference in Toronto and task E.D to investigate facility options.
Moved: D. Wiwchar Second: H. Rodrigues. - Motion dies.

Task E.D. to explore venues in Ottawa and Toronto for the spring of 2011, looking at universities and hotels and to task E. Thompson and H. Rodrigues to check with members in Ottawa and Toronto re: their willingness to volunteer in organization by month's end.

Moved: E. Thompson Second: M.A. Welch Carried.

Advocacy moved to tomorrow. Also moved CAJ/IRE event to tomorrow.

Communications report by H. Rodrigues

Google analytics code on the website that can provide analytics as of April 21, 2010.

Design issues with the new website identified and need to be dealt with (included in the report).

Some of them are issues H. Rodrigues cannot rectify.

H. Rodrigues talked about chapter presence on the website and where to put them on the site.

If we want to put chapter stuff on the front page of the website we need to do a bit of re-design on the website. H. Rodrigues to see if Fred Vallance-Jones could do it given that he's proficient with Wordpress. P. Schneiderei also suggested that it would be nice to have a listing of all CAJ award winners. H. Rodrigues suggested that we have a summer Media mag. Awards edition. We can make a way for people to find it easier.

Talked about access to website. J. Dickins said that he has not found it easy to use and could use some further instruction. H. Rodrigues stated that he can send him some links.

H. Rodrigues also stated that we have 5 lists and needs to discuss it. Need to find moderators. A call for moderators had no results. We have to decide if we need a moderators, there are appeal rules too which also need to be looked at. Or we take the step of just having a board moderated list rather than it being an arms length list from the CAJ board. In terms of the policies governing the list it would mean that the list is no longer arms length.

Moved that the status quo, having a list administrator, rather than having an active moderator on the list continue. If the situation warrants, a board member can step in and moderate.

Moved: D. Wiwchar Second: M.A. Welch Carried

There are a number of electronic things that we don't have control over i.e. Twitter, Link'd in and the CAJ.ca email addresses. None of these are in our control right now and should be. There are 700 followers on the Twitter account.

J. Dickins to ask Saleem Khan to hand over anything that belongs to the CAJ as well as relinquishing any control of CAJ electronic things.

Moved: J. Dickins tasked to take the steps necessary to regain control of the CAJ's online brands.

Moved. E. Thompson Second: M.A. Welch Carried

Moved to accept H. Rodrigues report: Moved: D.Wiwchar Second: M.A.
Carried.

Motion to adjourn

Meeting resumed, Sunday October 3, 2010

8) Advocacy: M.A. outlined some of the advocacy efforts and results. Need to get back to speaking out on issues which we have not done much of. CAJ was contacted in the summer to get on board with an issue, but we were not able due to the timing. We were approached by Brian Rogers to join this coalition. The advocacy committee only has 3 people on it, two of whom are gone. It's time to get people on this committee again according to P. Schneidereit. In fact, P. Schneidereit wants off this committee and to have someone else chair it. D. Bass offered to help out.

Moved acceptance of advocacy report. Moved: H. Rodrigues Second: P. Schneidereit Carried.

9) Membership

J. Dickins suggested membership numbers are lower. Some of it is reflected in the fact that some Algonquin students have not renewed. There is always the concern of being able to access the list. May want to do quarterly mail outs of membership lists. J. Dickins stated that it is easy to put out the chapter and regional listings to the appropriate reps. J. Dickins also stated that he wants to get the electronic membership system lined up i.e. membership cards and info letter before he send out renewal for unrenewed members. Membership committee formed to deal with issues:

Membership committee:

Raj Naraynsingh

Liz Thompson

David Wiwchar

Paul Schneidereit

E. Thompson said that she recently renewed with FPJQ and when freelancers renew with them they offer a number of things. They have an email newsletter biweekly, can access courthouse computer, fellowships, deal with an insurance company, free entry into some Quebec museums upon presentation of press card, discounted rate on some magazine and newspapers, mentoring program for freelancers, a service to help with translation, rebate on memberships at gym.

Moved that: Membership committee to end of October to have a game plan.

Moved: P. Schneidereit Second: B. Curry Carried

Awards Committee: Awards committee was set yesterday.

CAJ/IRE Event – not discussed.

Ethics Committee – Nothing to discuss right now.

10) Office Administration:

Need to put something in place to deal with lapses that J. Dickins can't deal with. i.e. phone calls and emails. H. Rodrigues mentioned using a third party for mass emailings. Could also change the voice mail to refer people to emailing the office for various reasons. Need to talk to S. Khan to get the .ca stuff moved back to CAJ. J. Dickins also asked to outline what takes up the most time.

11) Bylaws – P. Schneidereit said bylaws need to be reviewed. He will do so by himself and bring it back to the board.

12) Foundation – Paul reviews history of foundation creation. CAJ can't get charitable status due to advocacy work and foundation is required to have charitable status. When set up, board moved CAJEF board would have majority CAJ members to ensure CAJ retains control of the foundation.

Foundation hasn't done much in three years of existence and has some members who are no longer CAJ board members.

CAJEF is a vehicle that could be a good fundraiser but hasn't.

H. Rodrigues concerned the foundation board has created its first public appearance at the Toronto one-day conference however it did nothing other than put its name on the CAJ event and has done nothing since.

Foundation board went into negotiations with Gzowski foundation re: literacy award in an issue that fell apart at the conference but his concern is the foundation has no money, a board that meets and no one knows when, CAJ board has never received an update, CAJEF has never had an annual meeting.

It's an entity with potential but there is no feedback from it to CAJ and there are questions it needs to answer to CAJ board. H. Rodrigues outlined concerns about how CAJ was approached by CAJEF about the Gzowski award in Montreal. Concern has been expressed about

CAJ Board recommend to CAJEF board that it hold an AGM as soon as possible and that the CAJ board be updated on CAJEF activities.

Moved: H. Rodrigues Second: M.A. Welch Carried

Donations to CAJEF need to be looked at from a tax point of view. To be tasked to the membership committee.

Need to add people to CAJEF board as CAJ board reps.

- 1) Elizabeth Thompson
- 2) Raj Narayansingh
- 3) Dale Bass
- 4) David Wiwchar
- 5) Paul Schneidereit
- 6) MaryAgnes Welch

Moved the above-mentioned people be added to the CAJEF board by the CAJ board.

Moved by: P. Schneidereit Second: H. Rodrigues Carried

THE ABOVE-NOTED STUFF NEEDS TO BE SENT TO ROB CRIBB – Side note for JD.

Bylaws of CAJEF need to get distributed to all CAJEF board members as well as the past minutes.

Board Future:

Discussion took place about whether we should look at appointing regional reps right now. P. Schneidereit suggested that each time we add a new board member we're increasing costs as we may have to bring them in for a face-to-face meeting. M.A. Welch suggested that at the very least we look at Alberta. P. Schneidereit also talked about face-to-face meetings.

H. Rodrigues suggested a board meeting after the CAJ national conference. Some discussion took place. Suggestion had been to do it Saturday, like IRE does. P.

Schneiderei suggested for the bylaw revision that we do that on the Saturday morning at a Saturday morning keynote speaker event, or Friday morning.

Next teleconference date – Membership committee meetings/findings to be looked at and whatever they come up with may be discussed by email. If it needs to be discussed at the board meeting then the full board can have a fall teleconference. If not it can wait until January.

Meeting dates looked at:

Thursday November 4th. – 8:00 p.m.

Motion to adjourn:

Moved: M.A. Welch