

August elected president of CalAware

The governing board of Californians Aware recently announced it has elected **J.W. August**, a veteran broadcast journalist and San Diego SPJ board member, as its new president.

August, managing editor of KGTV 10News in San Diego, succeeds **Richard P. McKee**, a Pasadena City College chemistry professor and open-government advocate who will remain on the board.

Also elected were **Kathryn Dresslar**, chief of staff for Senator Darryl Steinberg, as vice president, and **Dennis Winston**, a partner with Moskowitz, Brestoff, Winston & Blinderman, as secretary-treasurer.

A founding member of CalAware's board and one of its three journalist directors, August oversees 10News' daily news coverage plus investigative and special projects. He has worked his way up the TV news ranks from reporter to assignment editor to his current post.

During his career he has won several awards for outstanding broadcast journalism including the San Diego Press Club's highest honor, the Harold Keen Award, which he received in 2006. In 2005, he was the recipient of the national Society of Professional Journalists' major award for his work advocating for open government and the First Amendment.

August has reported on a wide range of investigative issues including the environment, the energy industry, white-collar crimes and political corruption. A San Diego native, he earned a bachelor's degree in journalism from San Diego State University in 1981.

Last year, August coordinated statewide television news participation in CalAware's audit of public records practices in local law enforcement agencies as well as directing his own station's part of the project.

From National

Dear SPJ Member -

On Nov. 18, members of the SPJ and SDX Foundation boards, committee leaders and staff met in Denver to begin the process of an ongoing dialogue about SPJ's future. A facilitator was used to help keep the group on task. The discussions were lively, productive and at times even a bit contentious.

The desired outcome was to come up a set of "stretch" goals to guide SPJ's programs and services in the coming years. It was not the mission of this small group to determine how to reach the goals; that will come later with input from the membership.

Throughout the course of the day, the group talked extensively how best to meet the needs of the Society's membership in the face of the changing landscape of journalism. The discussions resulted in the following six strategic goals that SPJ will work to achieve during the next three to five years:

Media Credibility

The Goal: The public will have more confidence in the news media.

Objectives for this area will address the Society's Code of Ethics and other tools that can be used to ensure the highest standards of journalistic integrity which will result in greater public trust and confidence in the media.

Inclusiveness

The Goal: Content and participation in Society programs and services and involvement in the Society's leadership and membership will reflect greater demographic and discipline diversity.

Objectives for this area will integrate and institutionalize inclusiveness in all Society efforts so they are relevant to the diverse individuals (both in terms of demographics and discipline) represented in the profession.

Member Engagement

The Goal: Neither time nor place will be a barrier to involvement in the Society or its programs or services.

Objectives for this area will enhance the use of electronic media and forums to deliver and archive programs and services, as well as facilitate the work of Society volunteers.

Professional Development

The Goal: Members will be better prepared to achieve excellence and remain relevant in the face of changes in the profession.

Objectives for this area will help members remain abreast of current and future changes in journalism practice, as well as support their ability to achieve excellence as journalistic forms and practices evolve.

Society Operations

The Goal: Innovation, effectiveness, and action will permeate all levels of the Society's leadership and overall operations.

Objectives for this area will strengthen the Society's volunteer and staff operations to leverage the knowledge and contributions of individuals in the most efficient and effective manner producing better results.

Press Freedom

The Goal: Fewer impediments to the free flow of information will exist.

Objectives for this area will focus on ensuring relevant journalistic freedoms and protections are maintained and enhanced as the profession's discipline evolves.

Over the holidays, the full SPJ board was asked to review the six goals and weigh in as to whether they thought we were on the right path. An overwhelming majority of the board concurred. Now, it's your turn.

An online survey has been created at <http://www.surveymonkey.com/s.asp?u=110213168892>. There you will have the opportunity to share your opinions as to whether you think the six goals collectively represent the most strategic accomplishments for SPJ to achieve in the coming three to five years. You also will be asked to share your ideas and suggestions as to how the Society can achieve the goals. This is your opportunity to share that great idea you've been bouncing around. And if you're willing to get involved and help bring your idea to fruition, you can tell us that, too. The survey will be open through Feb. 28.

When the SPJ board meets in Indianapolis on May 19, it plans to select about five objectives in support of each goal. It is important to note that this is an ongoing and fluid process. Nothing is chiseled in stone. Progress toward the goals will be evaluated regularly and adjustments will be made as necessary.

Thanks so much,

Terrence G. Harper, Executive Director
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