



# AJPA at a Glance – February 2018

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## **About AJPA**

The American Jewish Press Association was founded in 1944 as a voluntary not-for-profit professional association for the English-language Jewish Press in North America. Today, its membership consists of newspapers, magazines, websites, other electronic Jewish media organizations, individual journalists and affiliated organizations throughout the United States and Canada. The AJPA mission has remained constant over the years: to enhance the status of American Jewish journalism and to provide a forum for the exchange of ideas and cooperative activities among the American Jewish press.

## **Mission Statement**

As a network of Jewish media organizations, journalists and communications professionals, we work to ensure a bright future for Jewish journalism and the Jewish community by promoting robust, independent and financially healthy Jewish media.

We foster the highest ethics, editorial quality and business standards to help our members navigate their challenges and responsibilities, especially those unique to the Jewish media. We share resources and expertise; provide access to professional development; and, when appropriate, advocate for our collective interests.

## **AJPA Committees - Duties and Responsibilities**

### **Committee on Membership:**

#### **2018 Chair: Alan Smason, Crescent City Jewish News**

- Lead efforts to reach out to non-renewing members via email or phone.
- Identify and coordinate new membership benefits.
- Develop campaigns for the retention of non-renewing or recruitment of new members.
- Review and approve membership applications to go before the general membership for a vote.
- Resolve disputes on classification or status of membership.
- Have other duties as the President deems appropriate.

### **Committee on Ethics and Professional Standards:**

#### **2018 Co-Chairs: Bob Cohn, St. Louis Jewish Light & Debra Rubin, Freelancer**

- Investigate all complaints from any source about alleged misconduct on the part of any member publication.
- Investigate the activities by non-member agencies or publications that engage in practices that injure the reputation of the Jewish press in North America and violate the rules.
- Investigate complaints from member publications, as well as those filed by outside parties.

### **Bylaws Committee:**

#### **2018 Co-Chairs: Bob Cohn, St. Louis Jewish Light & Debra Rubin, Freelancer**

- Serve as Parliamentarian for assistance in interpreting the constitution, By-Laws and rules of AJPA.
- Annually review Bylaws and propose changes or amendments to the Executive Committee, then to the membership for a vote.



**Committee on Finance/Sponsorship Development:**

**2018 Chair: *Marshall Weiss, Dayton Jewish Observer***

- Set sponsorship goal and work to meet such goal.
- Develop sponsorship packages for the association and conference.
- Lead efforts to identify and reach out to potential sponsors.

**Annual Conference Committee:**

**2018 Co-Chairs: *Kevin Adelstein, President, Publisher and CEO, Cleveland Jewish Publication***

**Company & Maayan Hoffman-Jaffe, Freelancer**

- Select theme for conference.
- Lead efforts to identify and secure keynote/general session speakers.
- Oversee Editorial & Business sub-committees in identifying and securing breakout session speakers.
- Set registration pricing for the conference based on estimated expenses, provided by KCA.
- Develop marketing strategies to generate interest in the conference.
- Draft text for promotional email alerts on the conference; KCA to format into HTML and send out.
- Select venue for conference; KCA to conduct site selection.
- Secure a venue for the Rockowers gala at the conference.

**Webinar Committee:**

**2018 Chair: *Alan Smason, Crescent City Jewish News***

- Determine webinar topics and recruit presenters.
- Develop promotional plan for webinars.
- AJPA Headquarters will create and manage participant registration.

**Rockower Committee:**

**2018 Chair: *Lisa Hostein, Hadassah Magazine***

- Set competition categories and eligibility requirements.
- Review and update competition packet.
- Identify new competition judges; KCA to follow up to confirm judges.
- Resolve disputes on classification or status of membership in consultation with Membership Chair.
- Identify and secure banquet keynote speaker.
- Select emcee and prepare banquet agenda.

**Advertising and Marketing Committee:**

**2018 Chair: *Rich Waloff, Associate Publisher, New York Jewish News***

- Develop AJPA ad network.
- Develop a marketing plan for AJPA.



## **Membership Statistics (as of 11/8/2017)**

127 - TOTAL MEMBERSHIP COUNT\* (publications/freelancers)

- 46 Individual Members
- 32 Full Members
- 18 Affiliate Members
- 18 Associate Members
- 4 Website Members
- 4 Emeritus Members
- 1 Student Paper Member
- 4 Student Members

To access full membership directory, please [sign in](#) to your AJPA membership account and click on [Member Search](#) under 'Membership' in the top navigation menu.

*\*Currently processing renewals for 2018. Members have until March 31, 2018 to renew.*

## **Membership Types & Rates:**

### **Individual Membership: \$105**

Professional journalists, columnists, contributors or bloggers in the field of Jewish journalism.

### **Full Membership: Under 10,000 Circulation - \$525; 10,001-30,000 - \$610; Over 30,001 - \$730**

Jewish community newspapers, regardless of its sponsorship, or the location of its publication or distribution; which appears weekly, bi-weekly, fortnightly or semi-monthly. Also includes Jewish e-zines, Jewish press or wire services and Jewish television and radio stations.

### **Associate Membership: \$315**

Jewish community newspapers or magazines otherwise eligible, such as monthly publications or those published less frequently.

### **Affiliate Membership: \$342**

Institutions or organizations that are substantially involved with the field of Jewish journalism and wish to maintain contact with AJPA membership publications, but are otherwise ineligible for any other class of AJPA membership. Examples include communications or public relations directors of major Jewish organizations, publishers of computer or electronic services, and suppliers of products or services used by the Jewish press.

### **Website Membership: \$315**

Websites with a unique domain name, separate from an associated print publication, with primarily original content, that serves a news/features interest to the Jewish community.

### **Student Paper Membership: \$50**

A student publication specifically geared toward Jewish students on a college or a Jewish high school campus.

### **Student Membership: \$20**

Student journalists currently working at a school paper interested in exploring and/or pursuing Jewish journalism as a career.



**Emeritus Membership: \$79**

Members of the association who have retired from a Jewish media organization or their journalism career (including freelance work) can apply for a reduced membership rate at an amount to be determined by the Executive Committee.

# Appendix



## Appendix 1.1

### Balance Sheet – Quarter 4

#### Balance Sheet

01/08/2018

As of December 31, 2017

Cash Basis

	Dec 31, 17	Dec 31, 16	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
CHASE Checking	2,386.54	8,468.04	-6,081.50	-71.82%
CHASE Savings	4,483.15	2,500.07	1,983.08	79.32%
Checking - Bank of America	0.00	12,325.15	-12,325.15	-100.0%
Fidelity				
Investment Funds 552 - General	153,736.87	137,539.62	16,197.25	11.78%
Investment Funds 579 - Rockower	8,296.51	7,273.60	1,022.91	14.06%
<b>Total Fidelity</b>	<b>162,033.38</b>	<b>144,813.22</b>	<b>17,220.16</b>	<b>11.89%</b>
<b>Total Checking/Savings</b>	<b>168,903.07</b>	<b>168,106.48</b>	<b>796.59</b>	<b>0.47%</b>
<b>Total Current Assets</b>	<b>168,903.07</b>	<b>168,106.48</b>	<b>796.59</b>	<b>0.47%</b>
<b>TOTAL ASSETS</b>	<b>168,903.07</b>	<b>168,106.48</b>	<b>796.59</b>	<b>0.47%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts payable	2,251.37	0.00	2,251.37	100.0%
<b>Total Accounts Payable</b>	<b>2,251.37</b>	<b>0.00</b>	<b>2,251.37</b>	<b>100.0%</b>
Other Current Liabilities				
Customer Deposits - Next Year	10,366.50	14,670.50	-4,304.00	-29.34%
<b>Total Other Current Liabilities</b>	<b>10,366.50</b>	<b>14,670.50</b>	<b>-4,304.00</b>	<b>-29.34%</b>
<b>Total Current Liabilities</b>	<b>12,617.87</b>	<b>14,670.50</b>	<b>-2,052.63</b>	<b>-13.99%</b>
<b>Total Liabilities</b>	<b>12,617.87</b>	<b>14,670.50</b>	<b>-2,052.63</b>	<b>-13.99%</b>
Equity				
Net Assets				
Temporarily Restricted	13,284.27	13,372.80	-88.53	-0.66%
<b>Total Net Assets</b>	<b>13,284.27</b>	<b>13,372.80</b>	<b>-88.53</b>	<b>-0.66%</b>
Fund Balance	140,063.18	150,946.07	-10,882.89	-7.21%
Net Income	2,937.75	-10,882.89	13,820.64	126.99%
<b>Total Equity</b>	<b>156,285.20</b>	<b>153,435.98</b>	<b>2,849.22</b>	<b>1.86%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>168,903.07</b>	<b>168,106.48</b>	<b>796.59</b>	<b>0.47%</b>



## Profit & Loss Statement – Quarter 4

American Jewish Press Association  
 Profit & Loss - Actual - Budget & Previous Year Comparison  
 For the year ending December 31, 2017

\$ Chg - Favorable (Unfavorable)

Cash Basis	Quarter to Date			Year to Date				
	Q4-2017	Q4-2016	\$ Chg	Actual 2017	Annual Budget 2017	\$ Chg	Actual 2016	\$ Chg
<b>Income</b>								
Board Contributions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grants/Donations								
- Restricted Donations	(433)	(12,918)	12,484	1,089	989	100	955	133
Membership Dues	640	2,377	(1,736)	33,270	40,000	(6,730)	39,550	(6,280)
Miscellaneous Income								
JRelease	1,200	600	600	2,100	3,000	(900)	2,400	(300)
Miscellaneous	-	-	-	1,450	2,000	(550)	-	1,450
<b>Total Miscellaneous Income</b>	<b>1,200</b>	<b>600</b>	<b>600</b>	<b>3,550</b>	<b>5,000</b>	<b>(1,450)</b>	<b>2,400</b>	<b>(4,996)</b>
<b>Program Fees</b>								
Annual Conference								
Annual Conference Sponsors	21,922	15,725	6,197	37,136	41,000	(3,865)	34,875	2,261
Registration Income	10,184	15,512	(5,328)	15,269	25,000	(9,731)	23,064	(7,795)
<b>Total Annual Conference</b>	<b>32,106</b>	<b>31,237</b>	<b>868</b>	<b>52,405</b>	<b>66,000</b>	<b>(13,596)</b>	<b>57,939</b>	<b>(5,535)</b>
Rockower Fees	400	725	(325)	17,325	18,000	(675)	19,450	(2,125)
<b>Total Income</b>	<b>33,913</b>	<b>22,021</b>	<b>11,892</b>	<b>107,638</b>	<b>129,989</b>	<b>(22,351)</b>	<b>120,294</b>	<b>(12,656)</b>
<b>Expense</b>								
<b>Administrative Expenses:</b>								
Association Management Fees	17,920	18,270	350	69,895	70,500	605	70,548	653
Entertainment & Meals	-	-	-	99	-	(99)	-	(99)
<b>Office Expenses</b>								
Insurance								
Insurance - D & O	1,260	1,298	38	1,260	1,550	290	1,298	38
Insurance - Liability	600	500	(100)	600	500	(100)	500	(100)
<b>Total Insurance Expense</b>	<b>1,860</b>	<b>1,798</b>	<b>(62)</b>	<b>1,860</b>	<b>2,050</b>	<b>190</b>	<b>1,798</b>	<b>(62)</b>
Miscellaneous								
Bank Service CC Fees	1,225	962	(263)	3,206	3,500	294	2,968	(237)
Miscellaneous	-	1,546	1,546	-	350	350	2,602	2,602
Intern Services	-	-	-	-	-	-	-	-
<b>Total Miscellaneous</b>	<b>1,225</b>	<b>2,508</b>	<b>1,283</b>	<b>3,206</b>	<b>3,850</b>	<b>644</b>	<b>5,570</b>	<b>2,364</b>
<b>Internal Office Expenses</b>								
Supplies	26	50	24	120	100	(20)	90	(30)
Postage and Delivery	5	7	2	68	75	7	56	(12)
Printing and Reproduction	4	12	8	93	350	257	56	(37)
<b>Internal Office Expenses</b>	<b>35</b>	<b>69</b>	<b>34</b>	<b>281</b>	<b>525</b>	<b>244</b>	<b>201</b>	<b>(79)</b>
Telephone - Land & Long Distance	255	293	38	1,109	1,200	91	1,210	101
<b>Total Office Expenses</b>	<b>3,375</b>	<b>4,668</b>	<b>1,293</b>	<b>6,456</b>	<b>7,625</b>	<b>1,169</b>	<b>8,780</b>	<b>2,324</b>



Cash Basis	Quarter to Date			Year to Date				
	Q4-2017	Q4-2016	\$ Chg	Actual 2017	Annual Budget 2017	\$ Chg	Actual 2016	\$ Chg
Professional Fees								
Accounting	-	-	-	600	600	-	600	-
Total Professional Fees	-	-	-	600	600	-	600	-
Total Administrative Expenses	21,295	22,938	1,643	77,049	78,725	1,774	79,928	2,879
Program Expense								
Annual Conference								
Shipping	513	452	(61)	513	450	(63)	452	(61)
Hotel AV Rental	11,302	23,845	12,543	11,302	26,000	14,698	23,845	12,543
Long Distance Calls	-	-	-	-	-	-	9	9
Supplies/Copies/Printing	718	857	138	725	1,200	475	884	159
Rockower Expenses:								
Rockower Banquet	9,019	14,815	5,796	14,019	13,000	(1,019)	14,815	796
Rockower Reception	683	-	(683)	683	-	(683)	-	(683)
Rockower Software	2,875	2,901	26	2,875	2,900	25	2,927	52
Rockower Shipping	-	-	-	143	150	7	139	(4)
Designing/Printing/Binding	41	-	(41)	175	-	(175)	-	(175)
Total Rockower Expenses	12,619	17,716	5,098	17,895	16,050	(1,845)	17,881	(15)
Speaker Expenses	1,775	1,833	58	2,977	1,000	(1,977)	1,833	(1,144)
Staff Travel, Hotel, and expenses	2,202	3,406	1,204	2,544	2,500	(44)	3,406	862
Ground Transportation	2,468	19	(2,449)	2,468	1,000	(1,468)	19	(2,449)
Conference Gifts	368	500	132	368	500	132	500	132
Promotional Materials	386	418	32	386	400	14	418	32
Reimbursements to JFNA	-	-	-	-	1,000	1,000	3,549	3,549
Management Fees - Sponsors	400	2,999	2,599	400	700	300	2,999	2,599
Commissions	1,442	-	(1,442)	1,442	3,500	2,058	-	(1,442)
Total Annual Conference	34,194	52,044	17,851	41,021	54,300	13,279	55,794	14,773
President's Expenses	-	-	-	-	-	-	-	-
Website Hosting	-	-	-	3,859	3,675	(184)	3,675	(184)
Total Expense	55,489	74,982	19,493	121,929	136,700	14,771	139,397	17,468
Net Ordinary Income	(21,576)	(52,961)	31,385	(14,291)	(6,711)	(7,580)	(19,103)	4,812
Other Income/Expense								
Other Income								
Capital Gains (div reinvest)	2,565	291	2,274	2,565	-	2,565	291	2,274
(Deprn)/Apprec on Investments	354	(2,135)	2,488	10,932	-	10,932	5,564	5,369
Dividend Income	1,311	1,141	169	3,723	-	3,723	2,365	1,358
Interest Income	1	0	1	8	-	8	0	8
Total Other Income	4,230	(702)	4,932	17,229	-	17,229	8,220	9,009
Net Income	\$ (17,346)	\$ (53,664)	\$ 36,317	\$ 2,938	\$ (6,711)	\$ 9,649	\$ (10,883)	\$ 13,821