



AJPA at a Glance – September 2019

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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:

2019-2020 Chair: *Carin Smilk, Jewish News Syndicate*

- 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:

2019-2020 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:

2019-2020 Co-Chairs: *Bob Cohn, St. Louis Jewish Light & Debra Rubin, Freelancer*

- Serve as Parliamentarian for assistance in interpreting the constitution, Bylaws 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:

2019-2020 Chair: *Craig Burke, Mid-Atlantic Media*

- 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:

2019-2020 Co-Chairs: *Kaylene Ladinsky, Atlanta Jewish Times and Liz Spikol, Mid-Atlantic Media*

- 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:

2019-2020 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:

2019-2020 Chair: *Bob Jacob, Cleveland Jewish News*

- 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:

2019-2020 Chair: *Celia Weintrob, Hadassah Magazine*

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



Membership Statistics (as of 6/23/2019)

101 - TOTAL MEMBERSHIP COUNT* (publications/freelancers)

- 33 Individual Members
- 28 Full Members
- 13 Affiliate Members
- 14 Associate Members
- 6 Website Members
- 4 Emeritus Members
- 1 Student Paper Member
- 2 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.

**Memberships will expire on the member's anniversary date.*

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 2

American Jewish Press Association Balance Sheet Prev Year Comparison As of June 30, 2019

07/19/2019

Cash Basis

	<u>Jun 30, 19</u>	<u>Jun 30, 18</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
CHASE Checking	32,244.88	10,663.03	21,581.85	202.4%
CHASE Savings	41,008.10	24,002.02	17,006.08	70.85%
Fidelity				
Investment Funds 552 - General	147,929.77	154,294.20	-6,364.43	-4.13%
Investment Funds 579 - Rockower	8,732.11	8,341.74	390.37	4.68%
Total Fidelity	<u>156,661.88</u>	<u>162,635.94</u>	<u>-5,974.06</u>	<u>-3.67%</u>
Total Checking/Savings	<u>229,914.86</u>	<u>197,300.99</u>	<u>32,613.87</u>	<u>16.53%</u>
Total Current Assets	<u>229,914.86</u>	<u>197,300.99</u>	<u>32,613.87</u>	<u>16.53%</u>
TOTAL ASSETS	<u><u>229,914.86</u></u>	<u><u>197,300.99</u></u>	<u><u>32,613.87</u></u>	<u><u>16.53%</u></u>
LIABILITIES & EQUITY				
Equity				
Net Assets				
Temporarily Restricted	<u>12,047.20</u>	<u>12,198.72</u>	<u>-151.52</u>	<u>-1.24%</u>
Total Net Assets	<u>12,047.20</u>	<u>12,198.72</u>	<u>-151.52</u>	<u>-1.24%</u>
Fund Balance	131,779.51	143,000.93	-11,221.42	-7.85%
Net Income	<u>86,088.15</u>	<u>42,101.34</u>	<u>43,986.81</u>	<u>104.48%</u>
Total Equity	<u>229,914.86</u>	<u>197,300.99</u>	<u>32,613.87</u>	<u>16.53%</u>
TOTAL LIABILITIES & EQUITY	<u><u>229,914.86</u></u>	<u><u>197,300.99</u></u>	<u><u>32,613.87</u></u>	<u><u>16.53%</u></u>



Profit & Loss Statement – Quarter 2

American Jewish Press Association

Profit & Loss - Actual - Budget & Previous Year Comparison

\$ Chg - Favorable (Unfavorable)

For the quarter ending June 30, 2019

Cash Basis	Quarter to Date			Year to Date				
	Q2-2019	Q2-2018	\$ Chg	Actual 2019	Annual Budget 2019	\$ Chg	Actual 2018	\$ Chg
Income								
Grants/Donations								
- Restricted Donations	107		107	1,175	1,000	175	1,786	(610)
Membership Dues	3,768	4,546	(778)	28,992	35,000	(6,008)	32,771	(3,779)
Miscellaneous Income								
JRelease	1,200	600	600	2,100	1,800	300	1,305	795
Miscellaneous			-			-		-
Total Miscellaneous Income	1,200	600	600	2,100	1,800	300	1,305	795
Program Fees								
Annual Conference								
Annual Conference Sponsors	34,150	17,575	16,575	49,650	40,000	9,650	24,825	24,825
Registration Income	13,848	14,908	(1,061)	13,848	22,000	(8,153)	17,856	(4,009)
Total Annual Conference	47,998	32,483	15,515	63,498	62,000	1,498	42,681	20,817
Rockower Fees			-	17,874	17,000	874	18,000	(126)
Total Income	53,072	37,629	15,444	113,639	116,800	(3,161)	96,543	17,096
Expense								
Administrative Expenses:								
Association Management Fees	17,993	17,918	(75)	36,008	71,590	35,582	35,415	(593)
Entertainment & Meals	-	-	-	-	-	-	-	-
Office Expenses								
Insurance								
Insurance - D & O	-	-	-	-	1,550	1,550	-	-
Insurance - Liability	-	-	-	-	600	600	-	-
Total Insurance Expense	-	-	-	-	2,150	2,150	-	-
Miscellaneous								
Merchant CC Fees	825	1,145	320	2,588	3,300	712	2,682	95
Dues and Subscriptions	59			59				
Miscellaneous	50	459	409	50	350	300	459	409
Intern Services	-	-	-	-	-	-	-	-
Total Miscellaneous	934	1,604	670	2,697	3,650	953	3,141	445
Internal Office Expenses								
Supplies	4	2	(2)	8	75	67	24	16
Postage and Delivery	31	12	(19)	101	100	(1)	26	(75)
Printing and Reproduction	2	27	25	13	150	137	57	44
Internal Office Expenses	37	41	4	122	325	203	107	(15)
Telephone - Land & Long Distance	293	281	(13)	587	1,020	434	574	(13)



Profit & Loss Statement – Quarter 2

American Jewish Press Association

Profit & Loss - Actual - Budget & Previous Year Comparison

\$ Chg - Favorable (Unfavorable)

For the quarter ending June 30, 2019

Cash Basis	Quarter to Date			Year to Date				
	Q2-2019	Q2-2018	\$ Chg	Actual 2019	Annual Budget 2019	\$ Chg	Actual 2018	\$ Chg
Total Office Expenses	1,265	1,926	661	3,405	7,145	3,740	3,822	417
Professional Fees								
Accounting	590	600	10	590	600	10	600	10
Total Professional Fees	590	600	10	590	600	10	600	10
Total Administrative Expenses	19,847	20,443	596	40,004	79,335	157	39,837	(167)
Program Expense								
Annual Conference								
Shipping	-	-	-	-	450	450	-	-
Hotel AV Rental	-	7,766	7,766	-	15,000	15,000	7,766	7,766
Long Distance Calls	-	-	-	-	-	-	-	-
Supplies/Copies/Printing	25	81	57	101	1,200	1,099	250	149
Rockower Expenses:								
Rockower Banquet	1,028	4,335	3,307	1,028	7,000	5,973	4,335	3,307
Rockower Reception	-	-	-	-	-	-	-	-
Rockower Software	-	-	-	-	2,875	2,875	-	-
Rockower Shipping	-	-	-	-	100	100	33	33
Designing/Printing/Binding	-	-	-	-	200	200	-	-
Total Rockower Expenses	1,028	4,335	3,307	1,028	10,175	9,148	4,368	3,340
Speaker Expenses	-	-	-	-	-	-	-	-
Staff Travel, Hotel, and expenses	439	876	437	439	3,000	2,561	876	437
Ground Transportation	-	1,576	1,576	-	1,500	1,500	1,576	1,576
Conference Gifts	-	374	374	-	400	400	374	374
Promotional Materials	-	-	-	-	-	-	-	-
Reimbursements to JFNA	-	-	-	-	-	-	-	-
Management Fees	-	-	-	-	700	700	-	-
Commissions	-	-	-	-	1,500	1,500	-	-
Total Annual Conference	1,491	15,008	13,517	1,567	33,925	32,358	15,209	13,642
Rockower Expense	-	-	-	25	-	(25)	-	(25)
Website Hosting	-	-	-	-	3,100	3,100	-	-
Total Expense	21,338	35,451	14,113	41,596	116,360	74,764	55,046	13,450
	31,734	2,178	29,556	72,043	440	71,603	41,497	30,546
Other Income								
Capital Gains (div reinvest)	-	-	-	-	-	-	-	-
(Deprn)/Apprec on Investments	3,757	989	2,768	13,543	-	13,543	164	13,379
Dividend Income	498	438	60	498	-	498	438	60
Interest Income	3	1	2	4	-	4	2	2
Total Other Income	4,258	1,429	2,829	14,046	-	14,046	605	13,441
Net Income	\$ 35,992	\$ 3,607	\$ 32,385	\$ 86,088	\$ 440	\$ 85,648	\$ 42,101	\$ 43,987

American Jewish Press Association

107 S. Southgate Drive | Chandler, AZ 85226 USA | P: +1 (480) 403-4602 | F: +1 (480) 893-7775 | www.ajpa.org