



AJPA at a Glance – September 2020

Table of Contents

| | |
|--|-----|
| 1. About AJPA/Mission/Goals | 2 |
| 2. AJPA Committees - Duties and Responsibilities | 2-3 |
| 3. Membership Statistics, Types, Rates & Definitions | 4 |

APPENDIX

| | |
|--|-----|
| 1.1 Balance Sheet – Quarter 2 (2020) | 6 |
| 1.2 Profit & Loss Statement – Quarter 2 (2020) | 7-8 |



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:

2020-2021 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:

2020-2021 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:

2020-2021 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:

2020-2021 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:

2020-2021 Co-Chairs: *Kaylene Ladinsky, Atlanta Jewish Times and Marshall Weiss, Dayton Jewish Observer*

- 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:

2020-2021 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:

2020-2021 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:

2020-2021 Chair: *Celia Weintrob, Hadassah Magazine*

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



Membership Statistics (as of 6/24/2020)

111 - TOTAL MEMBERSHIP COUNT* (publications/freelancers)

- 44 Individual Members
- 28 Full Members
- 16 Affiliate Members
- 14 Associate Members
- 6 Website Members
- 1 Emeritus Members
- 1 Student Paper Member
- 1 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, 2020

Cash Basis

| | <u>Jun 30, 20</u> | <u>Jun 30, 19</u> | <u>\$ Change</u> | <u>% Change</u> |
|---------------------------------------|--------------------------|--------------------------|--------------------------|-----------------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| CHASE Checking | 22,758.78 | 32,244.88 | -9,486.10 | -29.42% |
| CHASE Savings | 13.12 | 41,000.66 | -40,986.54 | -99.97% |
| Fidelity | | | | |
| Investment Funds 552 - General | 157,746.46 | 147,929.77 | 9,816.69 | 6.64% |
| Investment Funds 579 - Rockower | 9,319.27 | 8,732.11 | 587.16 | 6.72% |
| Total Fidelity | <u>167,065.73</u> | <u>156,661.88</u> | <u>10,403.85</u> | <u>6.64%</u> |
| Total Checking/Savings | <u>189,837.63</u> | <u>229,916.42</u> | <u>-40,078.79</u> | <u>-17.43%</u> |
| Total Current Assets | <u>189,837.63</u> | <u>229,916.42</u> | <u>-40,078.79</u> | <u>-17.43%</u> |
| TOTAL ASSETS | <u>189,837.63</u> | <u>229,916.42</u> | <u>-40,078.79</u> | <u>-17.43%</u> |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Other Current Liabilities | | | | |
| Customer Deposits - Next Year | 2,500.00 | 0.00 | 2,500.00 | 100.0% |
| Total Other Current Liabilities | <u>2,500.00</u> | <u>0.00</u> | <u>2,500.00</u> | <u>100.0%</u> |
| Total Current Liabilities | <u>2,500.00</u> | <u>0.00</u> | <u>2,500.00</u> | <u>100.0%</u> |
| Total Liabilities | <u>2,500.00</u> | <u>0.00</u> | <u>2,500.00</u> | <u>100.0%</u> |
| Equity | | | | |
| Net Assets | | | | |
| Temporarily Restricted | <u>12,993.21</u> | <u>11,913.87</u> | <u>1,079.34</u> | <u>9.06%</u> |
| Total Net Assets | <u>12,993.21</u> | <u>11,913.87</u> | <u>1,079.34</u> | <u>9.06%</u> |
| Fund Balance | 156,673.47 | 131,779.51 | 24,893.96 | 18.89% |
| Net Income | <u>17,670.95</u> | <u>86,223.04</u> | <u>-68,552.09</u> | <u>-79.51%</u> |
| Total Equity | <u>187,337.63</u> | <u>229,916.42</u> | <u>-42,578.79</u> | <u>-18.52%</u> |
| TOTAL LIABILITIES & EQUITY | <u>189,837.63</u> | <u>229,916.42</u> | <u>-40,078.79</u> | <u>-17.43%</u> |



Profit & Loss Statement – Quarter 2

American Jewish Press Association

Profit & Loss YTD & Budget Performance

January through June 2020

| | Quarter to Date | | | Year to Date | | | | |
|------------------------------------|-----------------|---------------|------------|--------------|------------|-------------|--------------|------------|
| | Apr - Jun, 20 | Apr - Jun, 19 | \$ Change | Jan - Jun 20 | Budget | \$ Change | Jan - Jun 19 | \$ Change |
| Ordinary Income/Expense | | | | | | | | |
| Income | | | | | | | | |
| Donations | | | | | | | | |
| Restricted | 859.61 | 0.00 | 859.61 | 2,015.81 | 0.00 | 2,015.81 | 0.00 | 2,015.81 |
| Donations - Other | 0.00 | 240.00 | -240.00 | 0.00 | 1,000.00 | -1,000.00 | 1,308.53 | -1,308.53 |
| Total Donations | 859.61 | 240.00 | 619.61 | 2,015.81 | 1,000.00 | -140.39 | 1,308.53 | 707.28 |
| Membership Dues | 2,554.75 | 3,245.75 | -691.00 | 19,040.50 | 35,000.00 | -15,959.50 | 28,469.50 | -9,429.00 |
| Miscellaneous Income | | | | | | | | |
| JRelease | 300.00 | 1,200.00 | -900.00 | 1,200.00 | 2,500.00 | -1,300.00 | 2,100.00 | -900.00 |
| Miscellaneous | 0.00 | 0.00 | 0.00 | 450.00 | 1,350.00 | -900.00 | 0.00 | 450.00 |
| Total Miscellaneous Income | 300.00 | 1,200.00 | -900.00 | 1,650.00 | 3,850.00 | -3,550.00 | 2,100.00 | -450.00 |
| Program Fees | | | | | | | | |
| Annual Conference | | | | | | | | |
| Annual Conference Sponsors | 3,000.00 | 34,150.00 | -31,150.00 | 15,500.00 | 55,000.00 | -39,500.00 | 49,650.00 | -34,150.00 |
| Registration Income | 0.00 | 14,370.00 | -14,370.00 | 885.00 | 20,000.00 | -19,115.00 | 14,370.00 | -13,485.00 |
| Total Annual Conference | 3,000.00 | 48,520.00 | -45,520.00 | 16,385.00 | 75,000.00 | -72,000.00 | 64,020.00 | -47,635.00 |
| Total Program Fees | 3,000.00 | 48,520.00 | -45,520.00 | 16,385.00 | 75,000.00 | -72,000.00 | 64,020.00 | -47,635.00 |
| Rockover Fees | 0.00 | 0.00 | 0.00 | 20,150.00 | 17,000.00 | 3,150.00 | 17,849.00 | 2,301.00 |
| Total Income | 6,714.36 | 53,205.75 | -46,491.39 | 59,241.31 | 131,850.00 | -125,135.64 | 113,747.03 | -54,505.72 |
| Gross Profit | 6,714.36 | 53,205.75 | -46,491.39 | 59,241.31 | 131,850.00 | -125,135.64 | 113,747.03 | -54,505.72 |
| Expense | | | | | | | | |
| Miscellaneous | 0.00 | 0.00 | 0.00 | 8.73 | 0.00 | 8.73 | 0.00 | 8.73 |
| Administrative Expenses | | | | | | | | |
| Association Management Fees | 18,480.00 | 17,992.50 | 487.50 | 36,753.03 | 74,000.00 | -37,246.97 | 36,008.46 | 744.57 |
| Office Expenses | | | | | | | | |
| Internal Office Exp | | | | | | | | |
| Printing and Reproduction | 77.17 | 2.32 | 74.85 | 77.17 | 150.00 | -72.83 | 13.14 | 64.03 |
| Postage and Delivery | 34.39 | 30.65 | 3.74 | 35.54 | 100.00 | -64.46 | 100.88 | -65.34 |
| Supplies | 31.34 | 4.03 | 27.31 | 31.34 | 75.00 | -43.66 | 8.03 | 23.31 |
| Printing, postage, phone, misc | 24.21 | 0.00 | 24.21 | 24.79 | 0.00 | 24.79 | 0.00 | 24.79 |
| Telephone | 293.25 | 293.25 | 0.00 | 573.75 | 1,200.00 | -626.25 | 586.50 | -12.75 |
| Total Internal Office Exp | 460.36 | 330.25 | 130.11 | 742.59 | 1,525.00 | -1,064.64 | 708.55 | 34.04 |
| Insurance | | | | | | | | |
| Directors and Officers | 0.00 | 0.00 | 0.00 | 0.00 | 1,550.00 | -1,550.00 | 0.00 | 0.00 |
| Liability | 0.00 | 0.00 | 0.00 | 0.00 | 600.00 | -600.00 | 0.00 | 0.00 |
| Total Insurance | 0.00 | 0.00 | 0.00 | 0.00 | 2,150.00 | -2,150.00 | 0.00 | 0.00 |
| Miscellaneous | | | | | | | | |
| Bank Service Charges | 91.30 | 825.08 | -733.78 | 1,419.13 | 3,300.00 | -1,880.87 | 2,587.59 | -1,168.46 |
| Dues & Subscriptions | 0.00 | 59.28 | -59.28 | 0.00 | 0.00 | 0.00 | 59.28 | -59.28 |
| Licenses and Permits | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Miscellaneous - Other | 0.00 | 50.00 | -50.00 | 0.00 | 0.00 | 0.00 | 50.00 | -50.00 |
| Total Miscellaneous | 91.30 | 934.36 | -843.06 | 1,419.13 | 3,300.00 | -3,208.70 | 2,696.87 | -1,277.74 |
| Total Office Expenses | 551.66 | 1,264.61 | -712.95 | 2,161.72 | 6,975.00 | -6,423.34 | 3,405.42 | -1,243.70 |



| | | | | | | | | |
|--------------------------------------|-------------------|------------------|-------------------|------------------|-------------------|--------------------|------------------|-------------------|
| Professional Fees | | | | | | | | |
| Accounting | 595.69 | 590.00 | 5.69 | 595.69 | 600.00 | -4.31 | 590.00 | 5.69 |
| Total Professional Fees | 595.69 | 590.00 | 5.69 | 595.69 | 600.00 | -4.31 | 590.00 | 5.69 |
| Total Administrative Expenses | 19,627.35 | 19,847.11 | -219.76 | 39,510.44 | 81,575.00 | -61,947.65 | 40,003.88 | -493.44 |
| Program Expense | | | | | | | | |
| Annual Conference | | | | | | | | |
| Hotel AV Rental | 0.00 | 0.00 | 0.00 | 0.00 | 22,000.00 | -22,000.00 | 0.00 | 0.00 |
| Shipping | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 | -450.00 | 0.00 | 0.00 |
| Conference Gifts | 0.00 | 0.00 | 0.00 | 0.00 | 600.00 | -600.00 | 0.00 | 0.00 |
| Commission | 0.00 | 0.00 | 0.00 | 0.00 | 500.00 | -500.00 | 0.00 | 0.00 |
| Mgt Fees - Sponsors/Speakers | 0.00 | 0.00 | 0.00 | 0.00 | 800.00 | -800.00 | 0.00 | 0.00 |
| Supplies/Copies/Printing | 0.00 | 24.50 | -24.50 | 0.00 | 1,200.00 | -1,200.00 | 100.87 | -100.87 |
| Rockower Expenses | | | | | | | | |
| Rockower Printing | 0.00 | 0.00 | 0.00 | 0.00 | 200.00 | -200.00 | 0.00 | 0.00 |
| Rockower Software | 0.00 | 0.00 | 0.00 | 0.00 | 2,875.00 | -2,875.00 | 0.00 | 0.00 |
| Rockower Banquet & Reception | 0.00 | 1,027.50 | -1,027.50 | 0.00 | 8,000.00 | -8,000.00 | 1,027.50 | -1,027.50 |
| Rockower Shipping | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 | -100.00 | 0.00 | 0.00 |
| Total Rockower Expenses | 0.00 | 1,027.50 | -1,027.50 | 0.00 | 11,175.00 | -11,175.00 | 1,027.50 | -1,027.50 |
| Staff Travel, Hotel, and Exp | 0.00 | 438.96 | -438.96 | 0.00 | 3,000.00 | -3,000.00 | 438.96 | -438.96 |
| Ground Transportation | 0.00 | 0.00 | 0.00 | 0.00 | 500.00 | -500.00 | 0.00 | 0.00 |
| Total Annual Conference | 0.00 | 1,490.96 | -1,490.96 | 0.00 | 40,225.00 | -40,225.00 | 1,567.33 | -1,567.33 |
| Total Program Expense | 0.00 | 1,490.96 | -1,490.96 | 0.00 | 40,225.00 | -40,225.00 | 1,567.33 | -1,567.33 |
| Website Hosting | 3,267.39 | 0.00 | 3,267.39 | 3,747.39 | 1,920.00 | 1,827.39 | 0.00 | 3,747.39 |
| Total Expense | 22,894.74 | 21,338.07 | 1,556.67 | 43,266.56 | 123,720.00 | -100,825.26 | 41,571.21 | 1,695.35 |
| Net Ordinary Income | -16,180.38 | 31,867.68 | -48,048.06 | 15,974.75 | 8,130.00 | -24,310.38 | 72,175.82 | -56,201.07 |
| Other Income/Expense | | | | | | | | |
| Other Income | | | | | | | | |
| (Deprn)/Apprec on Investments | 17,898.24 | 3,757.13 | 14,141.11 | 1,696.20 | 0.00 | 1,696.20 | 13,543.34 | -11,847.14 |
| Dividend Income | 0.00 | 497.86 | -497.86 | 0.00 | 0.00 | 0.00 | 497.86 | -497.86 |
| Interest Income | 0.00 | 4.48 | -4.48 | 0.00 | 0.00 | 0.00 | 6.02 | -6.02 |
| Total Other Income | 17,898.24 | 4,259.47 | 13,638.77 | 1,696.20 | 0.00 | 1,696.20 | 14,047.22 | -12,351.02 |
| Net Other Income | 17,898.24 | 4,259.47 | 13,638.77 | 1,696.20 | 0.00 | 1,696.20 | 14,047.22 | -12,351.02 |
| Net Income | 1,717.86 | 36,127.15 | -34,409.29 | 17,670.95 | 8,130.00 | -6,412.14 | 86,223.04 | -68,552.09 |