

PMJA Board Meeting – 9-16-21

Members absent – Gabrielle and Cary

Committee Reports:

Bylaws/Membership Committee – Brent Wolfe, Jennifer Pemberton and Ross Terrell and Cat Welch are on the committee. Right now we're focusing on membership – we want to take an inventory and reach out to lapsed stations, survey the stations who have not renewed to find out why and then reach out to stations who are not members. We'd like to do a creative marketing campaign – use of frequency and community to encourage stations. Maybe we have a station pay for membership for another station. We will also be looking at membership benefits and see what we might be able to add. We'll look at dues and figure out how we might increase that. Maybe we have add on benefits that you pay for separate from membership. We want to work closely with the Training committee to maybe help market the trainings. We want to use various platforms. Audio messages, video messages, etc. Also, potential discounts to stations who partner with us in some ways. The committee meetings are the second Thursday of every month at 1:00 Eastern. Christina will make sure everyone knows and has the link in case board members want to join.

Training Committee – Monthly trainings that the committee hosts are currently free – maybe we talk about charging in the future. There are virtual trainings that we do charge for. There is one member that could be problematic in some circles. LaToya and Christina will talk later on that. The Training Committee has a meeting next week. We're working on the newsletter idea – we haven't been able to find a date yet. Mary Shedden is working on a training about internship programs. She is still working on that for maybe late September. There is also the idea of a training on ethics and social media policies updates.

Awards Committee – The Awards Committee met once. Vinnee and Gabrielle are also on the awards committee. The group discussed eliminating the Covid 19 Feature and the Social Justice Feature from the contest as they were one-year categories. We may add a student Podcast category and how we define podcasts...do we want to split narrative and chat? We also had a conversation about how we allow freelancers into our awards. We are looking at how we charge freelancers for entries, too. Gabrielle suggested a "Written Journalism" category. We also talked about video/photography categories. Another suggestion was to do a "special topics" Category that we have a different topic each year.

Johnathan thanked the Search Committee for its work on the ED search.

Conference Committee – Christine reported on the committee meeting.

Reginald reported that DEI Committee hasn't officially met. Gabrielle and Reginald are still hoping to get matches made soon to move the mentorship program forward.

Board Retreat: November 1 through 5 – for those who are not comfortable traveling, we'll develop plans for a hybrid option.