




Minutes

April 2021 Board Meeting

 Thu April 8th, 2021

 2:00pm - 5:00pm EDT

 Zoom Meeting

In Attendance

Jack Acosta, Fiona Conway, Ellen Crooke, Bill Dallman, Scott Diener, Vince Duffy, Janice S. Gin, Karen Hansen, Lynn Hatter, Sherri Jackson, Mark Kraham, Alisha McDevitt, Kate McGarrity, Allison McGinley, Sean McLaughlin, Brandon Mercer, Lisa Polster, Tara Puckey, Jam Sardar, Tim Scheld, Dan Shelley, Terence Shepherd, Andrea Stahlman, Loren Tobia, Kathy Walker, Sheryl Worsley, Kimberly Wyatt

I. Welcome & Introductions

Meeting called to order at 2:02 p.m. EST by Stahlman.

a. Chair Welcome Remarks

1. Guest Introductions

Guests were introduced and included Mike Cavender, former executive director of RTDNA/F.

2. Karen Hansen Remarks

Hansen shared that her time at RTDNA helped prepare her for this career move and that she's grateful for the time she spent with the organization.

b. Introductions

Please come prepared to share a quick intro:

- Name
- Title/Role/Position & Company
- One thing that was positive about 2020/2021 COVID times

Each person in attendance shared their title/role/position/company as well as something positive about COVID times.

c. **Roll Call**

II. **Future Focused: Staying Relevant + Radical Change**

a. **Race for Relevance Introduction**

Please take time to read the document, which is the first chapter in *Race for Relevance*, the guidepost that we'll use to help set our foundation for long-term strategy of the association. We'll work in breakouts to discuss thoughts and feelings about the information shared, so pre-reading is key to participation.

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b. **Breakout Relevance Discussions + Reporting**

Discussion Questions:

- Were you able to see our association in the examples listed in the chapter? Which ones and why?
- What elements resonated most with you when it comes to radical change?
- What major industry or professional changes or trends have resulted in changes in the profile (size, scope, operating model, etc.) of the member?
- Do we allocate resources primarily based on history and tradition or based on tomorrow's opportunities?

Each group discussed and shared information they found interesting in the first chapter of reading from *Race for Relevance*. There was consensus among the group that the association does have some strategic growing to do and that remaining relevant is key to that effort. There were a variety of ideas on how to do that, but discussions were good and positive to set us up for moving forward.

III. **Programs and Services Review**

Andrea Stahlman says only eight people responded. It's a poor number, 8 out of 25. Jam Sardar had comments about the RIAS program. In the future, when staff needs information from us, board members please be more responsive.

a. **Results Review**

Puckey got feedback from a couple of people re acronyms: people aren't familiar with all of them. Loren Tobia wonders why we are going over the survey when only 8 of 25 people responded. Tara says there's value to the staff to get feedback from the board, regardless of the small sample. It gives staff a sense of our perceived priorities. Staff structure, spending of money. Staff will recirculate the link. Janice Gin wants more time to do surveys.

IV. **New Business**

a. **Governance & Membership Committee Business**

1. **Running for Multiple Offices at the Same Time**

Jackson tabled the item to allow for more discussion in Boardable.

V. **RTDNA Reporting**

a. **Chair Report**

Wellness and diversity working groups coming up in the next month. Maybe look at NABJ, what they're doing, tap into that enthusiasm.

b. **Chair-Elect Report**

1. **RTDNA21 Conference Programming Update**

Please go into Boardable, provide feedback. We need 100 percent board participation.

c. **Executive Director Report**

Highlights: Right to Record Police act, expected to be introduced in early May. This week we launched a public-facing petition, aiming to show support from the journalism community.

Working on several state issues. See full report, which will be available April 9.

1. **VFA Update**

d. **Chief Staff Officer Report**

1. **FY20 Year End Financial Reports**

Vince Duffy, Finance committee, has the floor to review financial reports.

We finished 2020 in excellent shape due to robust Murrow entries and cost cuts due to travel not happening during pandemic.

2. **Staffing Update**

Karen Hansen is leaving, and Puckey will be turning her attention to looking at our budget, our needs and come up with a solution. Sad to lose Karen but it's an opportunity to reimagine how things work.

3. **RTDNA21 + RTDNA22**

Top 5 Cities:

- Washington, D.C. - 2.5
- Dallas/Fort Worth - 2.2
- Austin - 2.1
- Orlando - 2.1
- Tampa - 2.1

Top 5 Cities from poll about RTDNA22 locations:

Washington, D.C. - 2.5

Dallas/Fort Worth - 2.2

Austin - 2.1

Orlando - 2.1

Tampa - 2.1

RTDNA21 conference is full steam ahead. Industry experts are seeing regional sized events are returning at the end of Q2. Size of RTDNA 21 looks solid given current conditions.

e. **Treasurer Report**

Foundation balance: \$541,762, up \$8,929. In the process of moving \$250k (\$50k per month over the next 5 months) from savings account to the investment account.

Decision: Loren moves that we make a change to strengthen financial controls. An alert should be able to go out if a certain amount is transferred. Kathy Walker seconded the motion. Motion passed with no dissent.

1. **Association Savings to Association Investment Accounts**

2. **Amendment of \$5k Quarterly Payments**

Decision: Loren moves that we stop auto deposit into association investment account and deposit funds instead into foundation endowment. Sheryl Worsley Seconded the motion. Motion passed with no dissent.

VI. **Old Business**

VII. **RTDNF Reporting**

a. **Adjourn as Association/Convene as Foundation**

Decision: Sheryl Worsley moves we adjourn as Association and convene as Foundation. Tim Scheld seconds the motion. Motion passes with no dissent.

b. **Chair Report**

1. **Assignment of Minutes**

2. **First Amendment Award Winners**

Shepherd presented the slate of First Amendment Award winners

First Amendment Leadership Award - First Draft News

- An independent nonprofit organization on the front lines fighting disinformation and misinformation, and works to support truth in journalism. First Draft does this primarily in digital spaces -- social media, a daily newsletter, partnerships with news organizations and educational webinars. Leonard Zeidenberg
First Amendment Award - Cesar Conde, NBC Universal News Group Chairman
- For his thoughtful leadership. In the aftermath of the nation's conversations around diversity, equity and inclusion, Conde set an aggressive goal of increasing moving NBC Universal's workforce diversity from 27 percent to 50 percent.

First Amendment Service Award - Mike Allen and Jim VandeHei, Axios Founders

- Start-up media company with a goal of delivering journalism that is clear, smart, efficient and trustworthy through website, newsletters, podcasts and partnership with HBO. Landed important interview with President Trump last year.

Gin asked, how will we be honoring them?

Puckey responded: Still deciding how these honorees will be honored, but they will be honored on all digital platforms

Decision: Gin moved to accept the slate of candidates, Worsley seconded. Motion passed.

c. **New Business**

d. **Old Business**

e. **Treasurer Report**

Treasurer Kathy Walker announced that as of the end of March, the RTDNF investment account stands at \$2,032,322. We have successfully transferred \$27,614.54 – the amount of money in the Oldfield Endowment – from the main PNC Bank RTDNF account to a separate, newly created, RTDNF Endowment Account. At Loren’s generous suggestion, a motion was passed that moving forward the \$5,000 we deposit quarterly from the association savings account be directed to this Endowment Account.

1. **Foundation Savings to Foundation Investment Accounts**

Decision: Walker made a motion to move the quarterly association savings funds to the RTDNF Endowment, Worsley seconded. Motion passed.

f. **Adjourn as Foundation/Convene as Association**

Decision: Kraham moved to adjourn as the Foundation and reconvene as the Association, Worsley seconded and the motion passed.

VIII. **Consent Items**

a. **Approval of Minutes (Informational Only)**

There are no minutes for approval.

1. **Digital Voting Report**

A digital vote in Boardable was taken and closed on March 4, 2021, to appoint Jack Acosta to the Region 6 position that was a vacancy created by Nia Towne moving out of the region. Bill Dallman made the motion to approve Acosta's appointment and was seconded by Kimberly Wyatt.

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IX. **Adjournment**

Decision: Mark Kraham moved to adjourn the meeting. Sheryl Worsley seconded the motion. Meeting adjourned at 4:34 p.m.