



Minutes

December 2020 Board Meeting

Thu December 17th, 2020

2:00pm - 5:00pm EST

Zoom Meeting

In Attendance

Fiona Conway, Ellen Crooke, Bill Dallman, Scott Diener, Vince Duffy, Janice S. Gin, Lynn Hatter, Sherri Jackson, Alisha McDevitt, Allison McGinley, Sean McLaughlin, Brandon Mercer, Lisa Polster, Tara Puckey, Jam Sardar, Tim Scheld, Dan Shelley, Terence Shepherd, Andrea Stahlman, Loren Tobia, Nia Towne, Julie Wolfe, Sheryl Worsley, Kimberly Wyatt

I. Call to Order & Welcome

Chair Andrea Stahlman called the meeting to order.

a. Roll Call

b. Assignment of Minutes

Minutes were assigned to Shepherd.

II. Approval of Minutes

a. June 25, 2020 Meeting Minutes

Decision: Gin moved that we approve the minutes and was seconded by McGinley. Motion passed.

b. September 9, 2020 Meeting Minutes

Decision: Gin moved that we approve the minutes and was seconded by Worsley. Motion passed.

c. September 12, 2020 Meeting Minutes

Decision: McGinley moved that we approve the minutes and was seconded by Worsley. Motion passed.

III. **Executive Director Report**

a. **COVID Vaccine Advocacy**

Shelley reported that the association was being cautious in speaking out about vaccine eligibility as not to make it seem as though journalists were "above" everyone else in line, but that RTDNA is working with some locations to make sure journalists are included as essential workers.

b. **VFA Update & Congressional Outreach**

Shelley reported on various aspects of VFA efforts which are highlighted in his monthly report. He also talked about recent outreach to Corporate Member executives and shared pain points, as well as hopes for "reopening" and changes to operations as a result of COVID.

c. **Industry Constituency Outreach**

d. **December Staffing Levels**

In December, a number of staff members will be taking vacation, but Shelley and Puckey will be available when needed. The office will be closed on Christmas Day and New Year's Day.

IV. **Chief Staff Officer Report**

No report to allow time for budget and committee discussions.

Puckey reported that the staff is reviewing program goals for 2021 and plans to take a slow and steady approach, focusing on strategy behind programs in an effort to slow the crazy pace of 2020. The group will double down on DEI and wellness efforts as those were a bit sidetracked - or specifically only focused on - COVID-related issues.

V. **Chair Report**

Stahlman shared that the working groups will meet in the coming months to provide feedback for staff to use in all their efforts.

VI. **Chair-Elect Report**

McGinley noted that there's not a ton happening on the programming efforts for the conference, but that they anticipate ramping up efforts in early 2021.

VII. **Treasurer Report**

Tobia reported that the association finances were in good shape, with investment income in a positive place despite the uncertainty of 2020.

VIII. **New Business**

a. **FY21 Budget Approval**

Duffy introduced the budget and shared that the Finance Committee had reviewed it thoroughly. Puckey gave a brief overview and asked the board to recommend passing it.

Decision: Duffy moved that the FY21 budget be approved, and was seconded by Stahlman. Motion passed without opposition.

b. **Awards Committee Recommendation: Murrow Changes/Updates**

Sardar and McGarrity gave an update on proposed changes to the upcoming Murrow Awards.

1. **Student Murrow Changes**

The group put a pin in student changes, because there was conversation around major changes - i.e., an overall excellence for an individual student, etc., which staff would need to look at both in terms of logistics, but also how it ties in with our scholarship/fellowship offerings.

2. **Diversity Murrow**

Decision: Duffy moved to have a Diversity category within the Murrows competition replace the Kaleidoscope Award and was seconded by Worsley. The motion passed.

3. **Innovation/Social Media/Multimedia Changes**

There were conversations around splitting innovation or removing the category completely due to low entries, but the group decided to keep it this year and market it as a category for COVID reporting solutions to see if that would increase entries.

c. **Governance & Membership Committee Recommendation: Multiple Offices**

There were many unanswered questions around the recommended options to handle board members running for multiple offices, so the matter was referred back to the Governance and Membership Committee.

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

Decision: Gin moved to adjourn as the association and reconvene as the foundation, and was seconded by Shepherd. Motion passed.

a. **Chair Report**

Shepherd said that his real focus has been the First Amendment Award winners and moved straight to that topic.

1. **Assignment of Minutes**

Minutes were assigned to Stahlman.

2. **First Amendment Award Winners**

Shepherd updated that we will award three First Amendment Awards due to financial and logistic constraints from the pandemic and event. The nominating committee will review the list given the narrowing of the candidates.

b. **Treasurer Report**

Shelley and Tobia gave a short update on the foundation finances in Walker's absence, saying things were in good shape and better than anticipated given 2020.

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

Decision: Jackson made a motion to adjourn as the Foundation and reconvene as the Association. Duffy seconded and the motion passed with no opposition.

X. **Old Business**

XI. **Adjournment**

Decision: Worsley moved to adjourn the meeting and was seconded by Wyatt. The motion passed and meeting was adjourned.