



December 2023 Board of Directors Meeting

Minutes

Radio Television Digital News Association Association
Dec 20, 2022 at 2:00 PM EST

Attendance

Present:

Members: Colin Benedict, Fiona Conway, Ellen Crooke, Monika Diaz, Vince Duffy, JJ Green, Lynn Hatter, Sherri Jackson, Blaise Labbe, Melissa Luck, Alisha McDevitt, Allison McGinley, Sean McLaughlin, Misty Montano, Tara Puckey, Jam Sardar, Tim Scheld, Jennifer Seelig, Dan Shelley, Terence Shepherd, Alex Silverman, Glean Stewart, Craig Swagler, Robert Thomas, Kathy Walker, Kim Wilhelm, Sheryl Worsley

I. Call to Order & Welcome

Scheld welcomed the group to the meeting and indicated that the group will be tackling a really important part of the board's responsibility - the budget. He's excited for some strategic group discussion and thanked everyone for taking time out of their day to be at the meeting.

II. Budget Review & Approval

Puckey began by addressing the current year financials, which show the organization finishing in the red. She explained that it is timing around a Microsoft grant that came in the door in 2021 but expenses occurred in 2022 and that the organization also made the conscious decision to invest in some unbudgeted things (Trust Survey, etc.). Additionally, the market was not kind in 2022 so we did fall short from an expected revenue perspective when it comes to returns.

Then, Puckey walked through the budget to highlight several additions and differences from prior years. They included a part-time development staffer, grants for small cohort training, an LMS and other additions. She explained that the budget for the year was a result of several months of planning and input from staff and members. The reserves are healthy and this budget aims to put the money to work instead of stacking reserves. She discussed the changes in revenue for the organization's budget, including an increase in foundation grants due to hosting three in-person cohorts and hiring a contractor for grants and development. She also talked about the administrative shift in sponsorships and the conservative budgeting for awards revenue.

The group had a robust discussion about an aggressive budget for the organization, which included adding an extra set of hands and moving Michael Sanserino to associate executive director. They also discussed the possibility of adjusting expenses if needed and noted the healthy reserves the organization has. The group discussed the nonprofit's budget and concerns about investments and a potential recession. The Finance Committee and Executive Committee both approved the budget, with one person voting against it due to concerns about spending, but the group felt that the reserves were sufficient to protect the organization. Shepherd voiced concern about budgeting using current formulas for investments, knowing that investments were likely to not do as well in 2023. **A motion to approve the budget was made by Jennifer Seelig, seconded by Lynn Hatter. One opposing vote from Shepherd, but motion passes.**

III. President Report

Shelley gave a report on the organization's efforts to build relationships with governors and fight against the growing trend of police and public safety radio transmissions becoming encrypted or delayed. The

group discussed various press freedom issues, including efforts to get the press act attached to the omnibus spending bill and the Journalism Competition Preservation Act. They also talked about advocacy efforts and the number of journalists arrested in the US in 2022. Crooke represented the organization at a New York Press Club event.

IV. Executive Director Report

Puckey provided updates on the new website, which is up and running, registration for events, and the addition of a job bank. Committee and task force work will resume in January.

V. Chair Report

Scheld reported on the progress of the organization's budget and the establishment of new committees, including one for young professionals.

VI. Chair-Elect Report

VII. Treasurer Report

Duffy reported that all signature requirements for PNC and Chase Bank were changed to his signature, making him the treasurer. The organization is financially stable with \$741,000 in investments, \$170,000 in cash on hand, and \$600,000 in savings, and they are moving \$100,000 to a higher interest account.

VIII. Adjourn as Association/Convene as Foundation

A motion was made by Duffy to adjourn as the association and reconvene as the foundation, was seconded by Walker. Motion passes.

A. Chair Report

The group discussed potential changes to First Amendment Award winners based on responses from potential honorees.

B. Treasurer Report

Walker shared that the RTDNA Foundation account is up \$91,000 as of Nov. 30 to \$1.95M. Walker requested to be flagged when the quarterly contribution to the endowment account is made and suggested investing some of the cash in short to medium-term investments. McGinley encouraged making donations to the foundation and Puckey mentioned the possibility of matching donations or contributions based on volunteer time.

C. New Business

There was no new business discuss.

D. Old Business

There was also no old business to discuss.

IX. Adjourn as Foundation/Reconvene as Association

A motion was made to adjourn as the Foundation and reconvene as the Association by Duffy and seconded by Jackson. Motion passed.

X. The Measurement of Success

The group discussed creating KPIs for their three pillars of advocacy, education, and honoring excellence, and defining success in each area. They were split into breakout rooms to discuss and report back to the group. The group discussed various measures of success for the organization, including strategies for advocacy and press freedom, recognizing excellence in journalism, and improving education for student journalists. They also talked about ways to reach out to more schools and increase attendance at regional meetups.

XI. New Business

There was no new business to discuss.

XII. Old Business

There was no old business to discuss.

XIII. Adjournment

A motion was made to adjourn by Sardar and seconded by Silverman. Motion passed.