RTDNA/RTDNF Full Board Meeting Agenda

Via Conference Call  
  
  
Wednesday, December 9th 12:00pmET  
  
Conference call phone number is **712-432-1500**   
Participant code is **1074376#**

 Call to Order at 12:04pm/Roll Call – Mike Cavender, Amy Tardif, Kathy Walker, Kimberly Wyatt, Dan Shelley, Andrea Parquet-Taylor, Jam Sardar, Mark Kraham, Terence Shepherd, Erica Hill, Harvey Nagler, Sheryl Worsley, Vince Duffy, Randy Bell, Scott Brady, Tim Scheld, Brandon Mercer, Sean McGarvy, Scott Libin, Janice Gin, Andrew Vrees, Kym Geddes, Laura Smith from AEJMC

Not on the call - Loren Tobia, Jerry Walsh, David Louie, Phil Bruce

Votes via email:

9/2/15 Executive Committee vote to donate $2,500 to the Roanoke, Va., murdered television journalists' fund. Motion by Dan Shelley, seconded by Chris Carl. Six ayes have it.

9/24/15 Full Board vote on Phil Bruce’s appointment to the board – Region 6 – Sean McGarvy made the motion, Andrea Parquet-Taylor seconds. Motion passes 22 ayes, 1 abstaining.

11/2/15 Executive Committee vote on the Awards Committee changes to the rules and eligibility for the Student Edward R. Murrow Awards: 1 - Strike the line "Students who are currently working as full-time journalists are not eligible" 2 - Update the line: "The work must be that of the student and must have been produced while he or she was enrolled as a student *and not employed in a professional news gathering capacity.*" 3- Add clarification that "An entry should consist of one piece, series, or package." Dan Shelley made the motion. Kathy seconds. Motion passes unanimously.

11/16/15 Executive Committee on the FAD Slate – Dan Shelley made the motion, Loren Tobia seconds. Motion passes 6-2

11/17/15 Full Board on the FAD Slate – David Louie made the motion, Dan Shelley seconds. Motion passes 19 yes, 3 no, 2 abstaining.

1. Executive Director’s Report—Mike Cavender
2. Update on Membership efforts – November drive increased purchased by almost 66%, 149 as opposed to 90 a year ago up over 100% to $19,600. Currently 1217 paid members. 16% increase in membership. Total rev to date $146,000 in membership. One of the biggest areas of growth TV News Directors category – more than a 25% increase.
3. 2017 – EIJ is with NAHJ. They went to San Antonio on a site survey to look for EIJ in 2019. Looking for approval for the new Grand Hyatt on the Riverwalk with a room rate of $189 per night.
4. Fund drive for WDBJ journalists and interviewee raised more than $90,000 for their families. It’s being split 4 ways.
5. There is a conflicting event with FAD at The Newseum.
6. Recommendations needed on DC based Emcee for FAD
7. Long-term giving direction-discussion on the idea of a First Amendment Fund where the donations are raised by corporations through the Foundation as well as discussion on the idea of planned giving.

**Janice – made a motion to initiate a plan to create an estate giving program for RTDNF. Sean seconds.** **Motion passes on a unanimous voice vote.**

1. Chairwoman’s Report – Kathy Walker –noted that we approved via email the amended minutes from the second board meeting at EIJ in Orlando.

--Native Advertising/Paid content discussion – create a policy so that there is clarity on how it would work? Appoint a combination of the digital and ethics committees so that things are thoughtfully considered and scrupulously executed?

**Sheryl moves to create a working group to look at advertorial on our website combined of both the ethics and digital committees should it eventually be approved by the board. Dan seconds the motion.**

**Mostly ayes.** **Two no’s.** **The motions passes.**

A time frame could be looking at the second week in January. Brandon called the question.

1. Chair-elect Report – Vince Duffy
2. Convention session bids – bid site is open, deadline was extended further out, the initial meeting of the committee will be after the first of the year, he wants to get the Paul White and the Hogan awards started on early
3. Working with NAJA – what are the usual things they have – an annual banquet on the final night, a student newsroom.
4. Kate, Chris and Becca from NAJA are traveling to New Orleans in January for a site visit.
5. Treasurer’s Report—Dan Shelley presenting on Loren Tobia’s behalf – $273,851 association balance so it’s a slight increase. But we have made two $5000 quarterly deposits so we’ve made a slight decline (1.5%) since we moved to PNC. Market conditions being as they are this is acceptable.
6. Committee Reports

Finance Committee—Sean McGarvey

         --2016 Budget –Finance Committee has approved the budget. He recommends we table a vote until the board has time to review it. Kathy will hold an electronic vote next Wednesday 12/16/15. Sean plans to send an email to the board formally making that motion on that date.

                       Governance Committee—Janice Gin

Janice is asking for updates on regional state coordinators.

Janice suggests 24-48 hours from the time an email vote is sent out to when it is called.

--ONE item upcoming RTDNF meeting

                        Digital Committee—Sheryl Worsley

--90 day plan update - we are short of meeting our goals, still looking for regular web writers, looking for funds to boost social media posts

--Social media proposal, to be sent to Exec Committee

                        Programs Committee—Brandon Mercer

                                    --Webinars – 1) partnering with ONA in January or February

2) advice for MMJ’s in April

                                    --Ed Talks - one is finished with another getting ready to be produced by Brandon on social media

                        Awards Committee—Dan Shelley

Murrows and Kaleidoscope competitions opened 12/1 – 1/31

Awards committee met 10/30 and recommended changing some student awards rules. The EC approved the changes. Decided to reconsider two new categories (business and interview) next year.

                        Ethics Committee—Scott Libin – no notes however Scott is teaching ethics and media this semester and is using our code in his class

Membership Committee—Harvey Nagler

The Next-J initiative after the Murrows in NYC was a fascinating meeting. Karen is working to focus the group on some initiatives and will get back to the board in the next couple of months. He meets with one of the participants next week.

                        Diversity Committee---David Louie not on the call, NO REPORT

**Dan motions to adjourn as the Association and to convene as the Foundation. Sheryl seconds. Approved by unanimous voice vote at 1:29pm**

MEET AS THE FOUNDATION (RTDNF)

1. RTDNF CHAIR REPORT---Amy Tardif

--FAD update – all winners have accepted and we are looking for an EMCEE

There is a full board meeting planned for the next day 3/17

--Year End Fund raising update- As of Tuesday afternoon at 3:00 – Thanks to Karen:

·       Board participation: 12 have given to the appeal, 5 gave at another time this year, and 8 have not yet given in 2015 (68% participation for the year, 48% for the appeal)

·       Staff participation: 100%

·       $4,167 raised from 22 donors for the appeal

·       $6,512 has been raised total for 2015 from 44 donors

·       1,636 emails have been sent to Life members, longtime members (>10 years), past year donors, past scholarship winners, and past RIAS fellows, with a 36.1% open rate and 2.55% click-through rate

·       Social posts have been scheduled from just before Giving Tuesday through the end of December, with slots open for reporting progress and thanking donors.

* Facebook so far: 10 posts, average 57 impressions, 11 total clicks; 7 clicks on call-to-action button. (our Facebook posts are getting a bit drowned out because of our high post volume, and Facebook algorithms inherently less friendly to posts with asks).
* Twitter so far: 15 posts, average 595 impressions and 3 engagements; 10 total clicks

Year-to-year comparison:

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2013 | 2014 | 2015 |
| Dollars to Date | $ 1,975.00 | $ 4,150.00 | $   4,167.00 |
| Donors | 8 | 13 | 22 |
| Average donation | $    494.00 | $    319.00 | $      196.29 |

--Bylaws update – Janice Gin –

**Background:**

The Foundation ByLaws currently include two sentences that are in conflict regarding the term of office for the Secretary/Treasurer.  In one section, it says it is a 2 year term.  In another section, implies it  is a annual election.  We have been operating for years that the Secretary/Treasurer position is a 2 year term.

**Action/Motion:**

The Governance Committee has proposed and approved to remove, in Article IV, Section 1, the sentence reference to the Secretary/Treasurer. (highlighted in yellow) and thus eliminating any conflict with other sections of the ByLaws.

**ARTICLE IV OFFICERS**

**Section 1  Officers**

                The elected officers of the corporation shall be a Chair, a Vice Chair and a Secretary-Treasurer.  The Chair shall be the immediate past Chair of the RTNDA.  The Vice Chair shall be a Trustee (at-large Trustee) in the last year of his/her term*. The Secretary-Treasurer shall be chosen annually from among the Board of Trustees by majority vote of the Board of Trustees*.  The Board of Trustees may appoint such other officers and agents as it shall deem necessary who shall hold their offices for such terms and shall exercise such powers and perform duties as shall be determined from time to time by the Board.

The Executive Committee has approved the ByLaws change and now moves to the full board for a final vote.

**Janice made the motion. Kathy seconds. Dan abstains. Motion passes by a voice vote.**

1. RTDNF Treasurer’s report—Dan Shelley - showing about a 1.3% decline since July 1 since we moved to PNC - $1.4 million or about $20,000 less than when we moved to PNC. PNC’s performance has been slightly above average.
2. **The Association approved this earlier in the meeting: Janice – made a motion to initiate a plan to create an estate giving program for RTDNF. Sean seconds.** **Motion passes on a unanimous voice vote.**

9)  Adjournment - **Dan made the motion to adjourn as the Foundation and reconvene as the Association. Kathy seconds. The motion was approved by a unanimous voice vote.**

Return to meet as the association at 1:39pm

New business – Mike and Kathy have offered their support to NABJ

Adjournment - Dan made the motion to adjourn the meeting. Andrew seconds. The Association adjourned at 1:41pm.