



RTDNA Board of Directors Meeting Minutes

Wednesday, June 14, 2023

Virtual Meeting

In Attendance

Tim Scheld, Allison McGinley, Sheryl Worsley, Lynn Hatter, Alex Silverman, Kathy Walker, Alisha McDevitt, Kim Wilhelm, Robert Thomas, Monika Diaz, Misty Montano, Vince Duffy, Melissa Luck, Sherri Jackson, Blaise Labbe, Jennifer Seelig, JJ Green, Sean McLaughlin, Dan Shelley, Tara Puckey

Welcome

Sheld calls the meeting to order at 2 p.m. Eastern. He shares that he's excited about everything the association has going on and that the group has several important issues to discuss during the meeting. He thanked everyone for their time in joining and turned it over to Puckey to share information about potential inquiries around certification/approval of journalists.

Certification/Approval Discussion

Puckey shared that RTDNA has received several inquiries over the past several months from organizations interested in some form of certification or approval for journalists. The efforts range from self-certification to more rigorous and requests for engagement range from sharing surveys or data collection to programming or formal partnerships. Puckey asked that the group discuss broadly so the staff has some lens with how to respond to future inquiries. Ultimately, after discussion, the group was hesitant to formally partner or engage in anything that certifies in any way but indicated exploratory conversations could and should continue.

RTDNA24 Conference Recommendation

In the search for 2024 conference locations, multiple opportunities were explored but Puckey shared that the staff recommendation was for The Pfister Hotel in Milwaukee. With competitive sleeping room rates, low F&B minimums and several helpful concessions, it still achieves the goal of being easily accessible and affordable and the property has a unique feel, which the staff has identified as a strength.

Seelig moved to approve the conference location and was seconded by Worsley. The motion passed.

Bylaws Amendment for Election

Because of the adjustment in conference timing, Puckey, Shelley and Scheld shared proposed bylaws updates that allow the organization - both now and in the future - to adjust election timing when necessary circumstances arise.

Worsley moved to approve the amendments and was seconded by Duffy. The motion passed.

Advocacy and President Report

Shelley shared several updates on advocacy efforts, highlighting continued efforts around encryption and other federal and state cases that RTDNA has been involved in. He shared updates on letters the organization has signed on to and provided insights about recent and upcoming conferences that he'll be speaking at.

Executive Director Report

Puckey provided short updates on upcoming programming, including RTDNA23: Minneapolis and the Murrow Gala. She also shared a financial update, noting that the organization is performing well against the yearly budget. Conference registration is pacing ahead of prior years and sales are coming in for sponsorship.

Chair Report

Scheld provided a short report, asking the group to help amplify conference marketing. He also shared that he hopes the board is all planning to attend.

Chair-Elect Report

Worsley provided a summary of the upcoming RTDNA23: Minneapolis programming, which was included in the board packet. She thanked the Programming Committee for their help in finding great topics and trainers and is excited about the variety and unique offerings.

Treasurer Report

Duffy provided a report, sharing that both association and foundation accounts are doing well and weathering any potential fears - so far - about major market fluctuations or recession fears.

Foundation Meeting

McGinley noted that she's looking forward to connecting with scholarship and fellowship recipients along with Loren Tobia at the conference in September. Walker provided balance updates for Foundation accounts and no new or old business was discussed.

Old/New Business

No old or new business was raised.

Adjournment

Scheld requested a motion to adjourn. Worsley moved, Duffy seconded and it was unanimously approved. The group adjourned.