**RTDNA and RTDNF Full Board Meeting  
March 17 2016 EST**

**Washington, DC**

Chairwoman Kathy Walker called the meeting to order at 9:13am

Roll call: Chairwoman Kathy Walker, RTDNF Chair Amy Tardif, Chair-Elect Vince Duffy, RTDNF Sec/Treasurer Dan Shelley, Sheryl Worsley (Reg 3), Scott Libin (Reg 4), Andrew Vrees (Reg 10), Tim Scheld (Reg 11), Mark Kraham (Reg 12), Jerry Walsh (AL), Sean McGarvy (AL), Harvey Nagler (AL), Janice Gin (Trustee)

On the Phone: Kimberly Wyatt (AL), David Louie (Trustee), Brandon Mercer (Reg 2), Jam Sardar (Reg 7), Mark Willis (Reg 6), Randy Bell (Reg 9) joined at 1:00pm, Loren Tobia (Treasurer) joined during the Executive Session

Also at the meeting: Mike Cavender, Derrick Hinds, Kate Switchenko, Karen Hansen, Greg Jacobs, Ivette Davila-Richards (NAHJ Ex-Officio)

Electronic Votes taken since our last meeting: The board voted on January 20 to install Mark Willis as Regional Director for Region 6.

Chair Elect Report – Vince Duffy

EIJ takes place 9/18-9/20 in New Orleans.

There have been 160 submissions for program topic ideas.

The programming committee has been meeting at least weekly since the end of January.

Next tasks – Paul White and Hogan awards nominations.

NAB – RTDNA is not providing any particular programming but NAB wants us to provide programming at its NY conference in the fall.

Governance Committee Report – Janice Gin

Janice’s meet-up committee will find the regional clusters of winners once the regional Murrow’s have all been judged.

We will have perhaps 10 Murrow meet-ups around the country which will each get some money to spend on food.

Janice will send regional directors a “recipe” on how best to create a meet-up.

RTDNA Treasurer Report – Dan Shelley speaking on behalf of Loren Tobia

There been a slight increase since the end of the year in the market value of the Association PNC investment account as of 3/11/16.

Executive Director’s Report - Mike Cavender

FAD – 312 attendees with a net profit of $101,000. Post 9/11 this is the most profit the FAD has turned.

Murrow awards – set another record in terms of entries with 4351 which has increased every year since 2011, brought in $540,000 which is down $9625 because fewer people had to do the late fee. 143 student Murrows entered versus 134 the year before.

Membership – 1195 as of 1/1/16

1042 as of 1/1/15

Professionals up 13%, students up 21%, retention rate increased to 72% from 66% a year ago.

The US Senate approved the FOIA improvement act this week. Hopefully the President will sign it.

There were 1379 total downloads of the first 3 Ed Talks. 74% were by non-members. It will go behind a paywall in April. As part of the presentation Scott Libin made a comment about building a paywall. Ex-officio member Ivette Davila-Richards said the comment offended her. There was discussion on delaying putting Ed Talks behind a membership wall because of the high number of non-members watching. There was a discussion on a more aggressive marketing plan. It was decided to stay with the original plan but possibly use short teases.

Mike presented a proposal on a RTDNA Poynter Partnership. This would be discounted training for RTDNA members including webinars, online seminars and in-person training ranging from 15-20% in exchange for in-kind RTDNA web and communicator ads for the Poynter Institute.

**MOTION**: Scott Libin moved that we proceed with the RTDNA Poynter Partnership. Sean McGarvy 2nds. The motion was approved by unanimous voice vote.

Reporting on Race – NAB would like to create a partnership for training on the subject. It would be a joint effort to create a framework and best practice recommendations for news organizations covering stories about race. The first organizational meeting of the task force is next week. Vince Duffy recommends we bring in NABJ, NAHJ and the other orgs including the Kneeland project which already have such guidelines.

Mike said he entered into a contract with Holly Rose and Association Headquarters for another 2.5 years to continue sales for RTDNA/RTDNF.

Awards Committee – Dan Shelley

Discussion on the deadline, the extended deadline as well as late fees for the Murrow awards. The awards committee will take up the issues. The judging deadline is April 4. Andrew Vrees asks that the awards committee consider a way to reward judges.

Programming committee – Brandon Mercer

Planning for an upcoming video webinar with ONA is going well.

For the next webinar Brandon is looking for a single contributor.

[The board was in recess from 10:51am - 11:03am.]

Ethics Committee - Scott Libin

Scott presented Native Advertising Guidelines that came out of an ad hoc committee made up of Scott Libin, Sheryl Worsley, Amy Tardif and Dan Shelley. We first created best practices for our members. Should we accept Native Advertising we would abide by these guidelines ourselves.

**Motion** – Dan Shelley moved to approve the guidelines. Sean McGarvy 2nd. The Native Advertising Guidelines were approved by unanimous voice vote.

**Motion** – Dan Shelley moved to adjourn as the Association and reconvene as the Foundation. Sheryl Worsley 2nd. Approved by unanimous voice vote.

Foundation Chair – Amy Tardif

Tardif called the meeting to order at 11:18 a.m.

Chairwoman Tardif reported the results of the 2015 year-end fundraising effort, noting that there were more donors than in 2014, but less money was raised.

Tardif reported that contributions from trustees alone raised more than $2,600 for an ad in the First Amendment Dinner printed program.

Tardif and counsel Greg Jacobs described a revised and updated gift policy for the Foundation that had been submitted to trustees in advance by Tardif prior to the meeting. Jacobs noted that while updated, the gift policy was not substantively different from the existing Foundation gift policy. Duffy asked for clarification of a section of the policy, which Jacobs provided. Vice Chair Louie **moved** adoption. Duffy seconded. The policy was adopted unanimously.

Gin noted that adoption of the updated gift policy was a gateway toward beginning a Foundation estate giving solicitation effort. Cavender reported that he had been investigating the appropriate way to proceed. He noted he was “in the process of accumulating knowledge” about an estate giving plan, and noted that once in progress, trustees will have to be significantly involved in soliciting such donations. There was discussion about how potential estate donors might be qualified. Gin asked Jacobs whether it would be wise and prudent to retain an expert in the field, i.e., a development professional. Jacobs advised it would certainly be possible, but might be more appropriate and meaningful for trustees to solicit estate gifts. Chair-elect Walker said she had thoughts on the matter but would prefer to put them in writing and have the Executive Committee consider them. Tardif noted that she and Cavender had already started conversations about categories of giving. Gin requested that the Foundation formally kick off the program during 2016, perhaps at EIJ in September.

At 11:36, Shelley **moved** to recess the meeting of the trustees of the Foundation and reconvene as directors of the Association. Worsley seconded and motion was adopted unanimously.

We welcomed guests from the Next J Project:

Emily Davies – more in-depth than mentorships are sponsorships for sustained relationships.

Sponsors – 10 plus years of experience

Sponsees – early career journalists

All RTDNA members, launch at EIJ, apply in spring, launch in fall, 1 year time commitment, 4-8 hours a month interaction, RTDNA has monthly guidance with suggested discussions and career leadership topics, goal in 1 year : 10 pairs with 70% retention to year 2

John Ketchum – Early Innovators Fellowships - 1-week program for diverse early career (2-5 years) professionals in local markets to develop specific ideas that could impact the journalism industry. Suggests sponsorship or rental from university or incubator. Each participant would get a mentor for the week. $2500 per person per week.

Kate Gardiner – Newsroom Rehab – a third party study over summer 2016 funded by RTDNA into members’ issues with broadcast and digital silos, management and staff divisions as well as content distribution and planning.

Kathy Walker **moved** to adjourn as the Association and reconvene as the Foundation. Scott Libin 2nd.

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Tardif called the Foundation meeting back to order at 1:03 p.m.

Shelley gave the Secretary-Treasurer’s report.

Cavender and Jacobs described an issue regarding the awarding of one of the Foundation’s annual scholarships.

Gin moved to adjourn as the trustees of the Foundation and reconvene as the directors of the Association. Vrees seconded.

The meeting of the Foundation was adjourned at 1:14 p.m.

Dan Shelley **moved** we go into Executive Session. Janice Gin 2nd.

Executive Session lasted until 2:15. Sheryl Worsley moved to leave Executive Session. Vince Duffy 2nd.

Ex-Officio Reports: NAHJ

Dear RTDNA Board Members,

Thank you for letting me appraise you on the events the National Association of Hispanic Journalists is hard at work efforting and creating for the next couple of months. As an ex-officio of the RTDNA board it gives me great pleasure to share with you the following information.

Membership has crossed to over 1900 members; we are at 1913. We can attribute the growth to the promotion of the national convention coming this August 2016, along with the chapter events throughout the country that we are cross promoting.

**2016 Hall of Fame Nominations** Now Being Accepted

Do you know someone who is making a difference for Latinos in journalism? Someone who’s coverage of the Latino community goes beyond the who, what, when, where and how? Maybe you know an educator who is grooming young Latino journalists into future stars?

Nominate them for the 2016 Hall of Fame Award! The luncheon ceremony will be held during the NABJ/NAHJ Convention and Career Fair on Friday, August 5, 2016 in Washington, D.C.

The deadline to nominate someone is Friday, March 25, 2016. It’s never too early to nominate your choice, though, so act today!

http://nahj.org/nominations-now-being-accepted-for-2016-nahj-hall-of-fame/

**UNITED AIRLINES is back** as our airline sponsor. Final paperwork was signed on Friday and we expect the travels funds to become available in the coming weeks. If you haven’t already booked your flights for the Miami/Hispanicize Board meeting and the National Convention, please let me know and we’ll book those in a few weeks. In addition, know that we have extended an offer to provide a roundtrip ticket to each Chapter President, and 1 chapter member, to be booked in late April. We will also invite each Student Chapter Advisor to attend and or potentially give the ticket to a student there are all efforts to boost convention participation.

**Hispanicize 4/4-4/8:**We are moving forward with this exciting event where we’ll be providing 3 1/2 days of trainings and panels in **Spanish**. Now that all the sessions and speakers confirmed we are anticipating registration will pick up. In addition, we secured $5K from the Knight Foundation to support this event. There are also 2 other pending asks we anticipate hearing from in the coming weeks. Special thanks to Hugo, Suzanne L. Pilar and the South Florida chapter for helping us secure speakers.

**NAHJ Board Meeting**: Will be held on Friday, April 8th from 9-12pm. Location will be announced with the Agenda and support materials on April 1st.

**America Adelante Conference: Latino Leadership and Influence in the US- Harvard University- Our Executive Director, Alberto Mendoza,** has been invited to speak at this prestigious conference on March 31 and April 1st in Boston. He will be representing NAHJ and speaking on who we are and what we do. As well as speak on his Non-profit experience, how his leadership style has changed over the years and what he perceives are emerging trends, opportunities and obstacles in the field of non-profit leadership in the coming years.

**National Convention: 8/3-8/7:**We are in FULL planning and Fundraising mode. To date we have nearly $300K in commitments between both organizations, which is a good start. In addition, the Program Committee will be releasing Session information details soon to boost general registrations for now here’s a link to session themes: <http://nabjnahjevents.strikingly.com/workshop-schedule> . We are also going to be doing a joint Student Project program with a max of 25 students between both organizations. The selection process is currently under way for that and for the Student Scholarships. In addition, in the coming weeks the Awards nomination process will also be launched. More information will be shared during the board meeting in April.

**New/On-going Partnerships:**

* **Colombia-**We have just secured $3750 in financial aid to help 5-7 students attend the National Convention
* **ProPublica-**We have secured $2000 to send 2-4 students in Financial need to attend the National Convention
* **Knight Foundation-**They are excited about working together with us again and they donate $5K for our Spanish Language conference. More meetings are scheduled to develop a year-round program that supports the training needs of our members.
* **LULAC-**I met with Brent Wilkes, LULAC’s National Executive Director and we are looking for ways to partner in the near future

Below what a few of the local chapters have planned for the next couple of months....

**Recruitment Fair - 3/19- The Washington, DC chapter** will be holding a recruitment fair at George Washington University with over 20 recruiting companies. It will be held on Saturday 3/19 from 10:00 to 2:00pm. Walk in registrations fee will be $20. The early bird deadline is now finished. In addition, the DC job fair led by former chapter president Brandon Benavides, is reaching high levels of success with over 170 registered attendees and 70 recruiters.

The job fair is co-organized by NAHJ Washington, D.C. Chapter, AAJA-DC, NLGJA-DC, Society of Professional Journalists -- Washington DC, WABJ and Journalism and Women Symposium (JAWS)

**El Paso, TX: LATINAS Regional Conference 3/19:**Continues to move forward thanks to the local leadership of Alicia de Joung-Davis, Zita Arocha, Dino Chiecchi, Amanda Guillen, Julio-Cesar Chavez, Kate Gannon and Margarita  Brickey who have taken a key role in the planning of this exciting event. In addition, Suzanne Gamboa will be our Keynote speaker. Here’s a link to the program. [**http://nahjregional.org**](http://nahjregional.org/)

**NAHJ NYC Job fair:**

1) The date of our Job fair has been changed to May 13.

* It will be hosted at CUNY.
* We would love it if DC chapter could share their recruiter contacts with us so that we don't have to reinvent the wheel on our end.
* National wants to handle the registration, which I'm fine with.

**2) We're planning a big spring mixer/fundraiser on April 13 in Manhattan: Primavera Mixer.**

* The DJ that played our holiday party has coordinated this with a beautiful venue.
* This should be a fun time. DJ, dancing and live music.
* I'm planning for this to be a "members only" event to drive interest in memberships.
* We will make it a fundraiser (either paid tickets or donation)

**3) On May 26 we will be presenting/streaming a panel discussion called Futbol/Soccer.**

* This is being done in collaboration with WNYC (NY Public radio) at its state-of-the-art studio space in lower Manhattan.
* To be discussed is how about soccer has influenced various speakers' American life and how the sport itself is changing the American sports landscape.
* It will be co-hosted by NAHJ NYC "at large" board member Gustavo Martinez Contreras (who is president of CUNY Grad school of Journalism NAHJ chapter) and WNYC reporter Sarah Gonzalez.

**4) We are collaborating with the Association of LGBT Journalists (NLGJA) on a panel to explore media coverage of the current legal, cultural and political landscape for Transgender people.**

* The date is Tuesday, March 22.
* The forum will examine how the media has covered a broad range of trans stories such the impact of visibility of Trans celebrities, advances in the legal landscape such New York Governor Andrew Cuomo’s executive order to protect transgender or coverage related to violence against Trans.

Please let me know if you have any questions or comments.

Thank you.

Ivette Davila-Richards

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Sheryl Worsley moved to adjourn as the Association. Janice Gin 2nd. Approved by unanimous voice vote.

The meeting of the Association adjourned at 2:15 pm.