



Minutes

2020 Spring Board Meeting

📅 Fri March 6th, 2020

🕒 9:00am - 2:00pm EST

📍 The National Press Building: 529 14th St. NW Washington, DC 20045 or Remote:
202.827.6116

👥 In Attendance

Fiona Conway, Ellen Crooke, Bill Dallman, Christen DeBard, Scott Diener, Vince Duffy, Janice S. Gin, Karen Hansen, Sherri Jackson, Mark Kraham, Blaise Labbe, Chip Mahaney, Alisha McDevitt, Kate McGarrity, Allison McGinley, Brandon Mercer, Lauren Olson, Tara Puckey, Jam Sardar, Tim Scheld, Dan Shelley, Terence Shepherd, Andrea Stahlman, Loren Tobia, David Wagner, Kathy Walker, Jerry Walsh, Julie Wolfe, Sheryl Worsley, Kimberly Wyatt

I. **Welcome & GTKY Exercise**

Terence Shepherd welcomed the group of leaders and noted that today's meeting would be different. The group would be diving into strategic discussions around the future of the association and foundation.

a. **Call to Order and Roll Call** **Board Members in Attendance**

Terence Shepherd, Andrea Stahlman, Jerry Walsh, Loren Tobia, Chip Mahaney, Fiona Conway, Alison McGinley, Vince Duffy, Kathy Walker, Janice Gin, David Wagner, Scott Diener, Sherri Jackson, Blaise Labbe, Sheryl Worsley, Mark Kraham, Kimberly Wyatt, Julie Wolfe, Alisha McDevitt

Board Members on the Phone

Ellen Crooke, Tim Scheld, Jam Sardar, Brandon Mercer, Lauren Olsen, Bill Dallman

RTDNA/F Staff Members in Attendance

Dan Shelley, Tara Puckey, Karen Hanson, Kate McGarity, Christen DeBard

1. **New Staff Introduction: Christen Martin**

Dan Shelley introduced new staff Member Christen DeBard. Hired to be Director of Events & Education.

b. Chair Welcome Remarks

Terence noted that he was excited to have some of RTDNA's Ex-Officio board members at the meeting to share what their organizations are doing, and is hopeful RTDNA can be of help in some way as we work toward the same goals.

c. GTKY Exercise

Please come prepared with the following information (you can even write it as a note in this agenda!):

- Favorite food to eat or cook
- A place you'd like to travel, but haven't yet
- One professional goal in 2020
- Top reason you're a member of RTDNA

d. FAD Feedback

Please come prepared with one thing you loved about FAD and one area where you feel we have room for improvement and growth. *(Don't forget you can think about these ahead of time and add them to your agenda notes in Boardable!)*

Several board members provided feedback about FAD:

- Inspiring night
- Think we should get bigger names
- Want to make sure we're following up with FAD winners
- Dan Shelly opens by thanking Tara, Kate, Christen, Karen and Kate for a terrific job with the 2020 First Amendment Dinner.
- The board felt the elimination of the presenting speeches was a good change to the program. They felt the pacing of the program was good and it did not drag on.
- A suggestion was made to move the dinner portion 30-minutes earlier. Maybe recognize 2 honorees before dinner rather than 3.
- Music change has been improved over the past two years.
- Board photo is something we should do at these events like FAD in the future.
- We should continue to find ways to people in their seats earlier so they can experience the beginning of program.
- The board should think about ways we can celebrate newsrooms who honor the First Amendment by posting it in their operation. Suggest was made for us to look at ways to provide a large and framed First Amendment poster newsrooms can post.
- Another idea is to create a program to educate the public on the First Amendment and one suggestion was to do this around July 4th.

II. Ongoing Strategy Item: Drivers of Change

Please prepare for this exercise by reviewing documents about five important Drivers of Change:

- Empowering the New Workforce
- Fast Data
- New Forms of Work
- Rejection of Expertise
- Volunteering

The group reviewed five of ASAE's Drivers of Change and prioritized them in three categories: Critical (things we need to address within the next 12 months); Soon (12 months to 3 years); and, Later (3+ years). Staff will compile priorities as determined by this exercise and share with the full board on our next call.

III. Strategy Group Work: Membership

a. Small Group Discussions: Why is membership important to RTDNA?

Gather in your small groups according to the first number on your agenda to discuss the important question with specific lenses, prioritizing the group's top three reasons to report back.

- The board broke off into work groups to discuss prioritizing why membership is important.

b. Report Back: Top 3 In Order

- - Group 5
 - Voice for RTDNA – Extending reach and frequency
 - Different members with different journalism roles
 - Education
 - Group 4
 - Growth the membership to capture the future journalists
 - Getting more students and educators involved
 - Why do I need to be a member? Value proposition
 - Advocacy
 - Educational opportunities
 - Group 3
 - Membership is fundamental
 - What can we do with our membership?
 - Levels of access to membership
 - What responsibilities to we place on winners of our awards to be advocates for the Association and Foundation.
 - Regional Directors need to find better ways to communicate in their regions to drive membership
 - Group 2
 - Leverage and how we use our membership numbers to benefit the Association and Foundation. In programs, financial and exposure.
 - Using leverage to attract vendors into the organization.
 - Using leverage with elected officials.
 - Group 1
 - Passion and where we find the passion for RTDNA.
 - Who would fight for us and what we believe in.
 - Journalists fight for stories and journalism.
 - Everything we do is for all journalists.

IV. Break

V. RTDNA Reporting

a. Chair Report

Shepherd echoed his comments from earlier in the day about making sure the board is working on strategy and moved right along to hear from some of the Ex-Officio Board Members present.

1. General Report

2. **AAJA Report**

AAJA is really focused on increasing the visibility of the organization and preparing for their 2020 conference in DC. They do have some affinity groups that may be good for RTDNA members to connect with.

3. **NABJ Report**

NABJ is working on their Millennial Media Summit which focuses on self-care, mental health and social media.

4. **NAHJ Report**

NAHJ is preparing for Job Fair on April 18, a cooperative effort with JAWS, SPJ, NAHJ - all local chapters.

5. **NAJA Report**

The board heard from the NAJA ex-officio member about new programs and initiatives for their association. Their conference is coming up in September in Phoenix. They opened their first NAJA student chapter at ASU. They are also working on trying to change Native American stereotypes in coverage, and shared information about the Indigenous Investigative Collective.

b. **Executive Director Report**

Dan provided an update on a new bank switch from Sandy Springs and Wells Fargo to Chase Bank, which gives the association and foundation more flexibility when it comes to general banking operations on a nation-wide level.

1. **Executive Session**

Personnel updates were given during this executive session.

The board returned from Executive Session at 11:06 a.m.

Decision: Sheryl Worsley made a motion the Board move into executive session to discuss a personnel matter. Mark Kraham second the motion. Motion passed by a unanimously at 11:00 am.

2. **General Report**

- Murrow Awards Update
 - We set a new record on entries and revenue for the 2020 Edward R. Murrow Awards. Documents have been supplied to the board with details.
 - Regional judging is underway.
 - Over 200 entries in the new Podcast category.
- Voice of the First Amendment Task Force
 - We joined an amicus brief for a case where the Georgia State Legislature which made a law restricting public records access.
- Dan discussed his April travel schedule.
- Executive committee voted and approved to amend the RTDNA/F budget to keep 1 of the 3 offices in the National Press Club.

Decision: Janice Gin made a motion the Board move to Executive Session to discuss a legal matter. Kathy Walker Seconds. Motion approved by unanious vote.

c. **CSO Report**

1. **Programming, Conference, Development, Grants**

- **Programming/Events:** Anchor Producer Leadership Summit, Safety & Security, First Amendment Dinner
- **Conference:** EIJ20, EIJ21
- **Development:** General giving, Upcoming campaign (Future of Journalism)
- **Grants:** TEGNA Foundation, Knight, Koch, NEFE

Tara shared updates on the following events:

- *Anchor Producer Leadership Summit:* Plans are coming along nicely on the event in partnership with Loyola. We are having sponsors at this program, and working hard to make sure that sponsors are those who are acceptable to both RTDNA and Loyola.
- *Safety & Security Training Program:* RTDNA has entered into a new partnership with NPPA, who have been doing this type of training for quite some time, RCFP and CPJ. The three training programs will tentatively take place ahead of the DNC, the RNC and EIJ.
- *First Amendment Dinner:* Sales were exceptional and outperformed budget predictions. Overall, there were few cancelations linked to COVID-19 and it seemed to be an inspiring event for all those in attendance.

She also provided updates about EIJ20, saying that planning is well underway. Programming is ahead of schedule, as are a few other components of the planning process. In terms of RTDNA's 2021 conference, no location has been selected and staff is looking at collecting information to have ready for RFPs in the next few weeks.

General giving is up, thanks to several large donations from the now-shuttered NorCal RTDNA Chapter. Thanks to Janice Gin for facilitating those donations. Programs and initiatives tied to the Knight Foundation grant (Safety/Security) are well under way and an application was submitted to the TEGNA Foundation to fund the 2020 RTDNA Student Newsroom at EIJ.

VI. **Recess as Association; Convene as Foundation**

Decision: David Wagner made a motion to adjourn as the Association and reconvene as the Foundation. Mark Kraham seconds. Motion approved by a unanimous vote.

VII. **Foundation Meeting**

a. **Chair Report**

Thanks the Trustees for their support of the First Amendment Awards Dinner.

b. **Treasurer Report**

c. **New Business**

Tara Puckey introduced a proposal to establish an FAD Engagement Committee for next year.

1. **FAD Engagement Committee**

d. **Old Business**

VIII. **Adjourn as Foundation; Reconvene as Association**

RTDNA portion of the meeting was called back into session at 12:30 p.m.

IX. **Lunch**

X. **RTDNA Reporting (Continued)**

a. **Nominating Committee**

b. **Treasurer Report**

Loren Tobia said the association account was down \$18,000 due to recent market volatility create by the coronavirus, but the account is still up significantly from last year. He also asked that expense reports be done in a timely manner and with receipts, so we don't get in trouble with our audit.

c. **Committee Reports**

1. **Moonshot Committee**

Kathy Walker outlined what the moonshot committee is for new members, and where it came from. It will have a meeting soon and every member of the board can participate. The big question it wants to focus on is how to celebrate the 75th anniversary of RTNDA and the 50th anniversary of the Murrow awards, both of which are coming up.

2. **Programming Commiittee**

3. **EIJ20 Programming Committee**

Andrea Stahlman gave an update on EIJ 2020 programming including many of the big bucket areas of focus. These include wellness, security, self-care, and more traditional training. Some of the proposed speakers to be invited include Al Tompkins, Marty Baron and others.

The goal of all of the programming at EIJ 2020 is to create programs that are actual training where participants have something they can take back to their newsrooms.

4. **Finance Committee**

XI. **2019 Year End Financials (RTDNA & RTDNF)**

Dan Shelley mentioned that all the financial documents are available in Boardable. The Association and Foundation are in very good shape as of the end of the year, and in 2020 since the Murrow budget revenue exceeded expectations by \$100,000. We may soon need to discuss what to do with some of the money since we are a non-profit. There was discussion from Janice on separating out the endowment money in the future.

a. **RTDNA/F 2019 Financial Summary**

b. **Scholarship/Fellowship & Endowment Summary**

c. **EIJ19 Financial Update**

XII. **Consent Items**

a. **Approval of Minutes**

1. RTDNA/F Board Meeting: Dec. 16, 2019

XIII. Strategy Group Work: RTDNA '21

Please prepare for this portion of the meeting by reading *The Future of Meetings and Events*, a report prepared for PCMA and Marriott in late 2018. Though it's a bit older, the trends still speak to what the event industry is considering as education and meeting planning move into the future.

Board members divided into small groups and brainstormed all components of the 2021 conference, from social activities to training opportunities to possible cities. Responses were collected in GroupMind, where staff will be able to consolidate ideas and utilize them as they work to shape the upcoming conference.

a. Small Group Brainstorming: All the Elements of Our Conference

Gather in your small groups according to the second number on your agenda to discuss what our future conference could look like if we had no parameters and could completely reinvent the event (which we can!).

One person from your team should use GroupMap to add ideas, vote other ideas up or down and help brainstorm the best ways to make our 2021 conference a great success.

Please do not utilize the below URL or code until we are at the meeting:

GroupMap: <https://join.groupmap.com/248-928-176>

Access Code: 248-928-176

b. Report Back: Thoughts, Light Bulbs and Recap

XIV. New Business

This time will change based on items added to new business ahead of the meeting.

XV. Old Business

This time will change based on items added to old business ahead of the meeting.

XVI. RTDNA Adjournment

Decision: Vince Duffy moved we adjourn, Sheryl Worsley seconded. Motion was approved and the meeting adjourned at 2:01 p.m.