



# RTDNA

## **RTDNA Board of Directors**

### **Meeting Minutes**

*June 12, 2024 | Milwaukee, Wisconsin*

#### **ATTENDANCE**

Tim Scheld, Shery Worsley, Colin Benedict, Robert Thomas, Kim Wilhelm, Monika Diaz, Alex Silverman, Kathy Walker, Melissa Luck, Lynn Hatter, Jam Sardar, Alisha McDevitt, Jennifer Seelig, Vince Duffy, Misty Montano, Ellen Crooke, Blaise Labbe, Galean Stewart, Sherri Jackson, Dan Shelley, Tara Puckey, Michael Sanserino

#### **WELCOME & CALL TO ORDER**

Scheld kicked off the meeting at 9:02 a.m. Central and welcomed the group to Milwaukee for the RTDNA24 conference.

#### **FORESIGHT EXERCISE**

Puckey refreshed the board on the Future of the Industry exercise from March and introduced an exercise for this meeting.

The board split into four groups and discussed the future of the industry and what it means for RTDNA.

Read the group reports [here](#).

#### **BUYING POWER & SPONSORSHIP**

Puckey shared feedback staff has received in terms of selling sponsorships to traditional RTDNA sponsors as news directors' buying power has changed in recent years. The board shared thoughts about potential sponsors, where news directors still have buying power, non-traditional revenue streams, and more. Puckey and staff plan to review these suggestions and will work to incorporate them into sales approaches going forward.

### **MURROW AWARDS OVERHAUL**

Sanserino shared a staff recommendation to delay the implementation of the Murrow overhaul until the 2026 awards cycle, at the earliest. The rationale is there are some significant issues the task force has to explore and trying to accomplish it by October would not be prudent.

Board members voiced support for this plan.

### **MURROW AWARD DISCUSSION**

Shelley shared with board members a request asking RTDNA to consider rescinding a national Murrow Award. There was a lengthy board discussion about the issue, with concerns raised about non-traditional journalists submitting work to the Murrows, Code of Ethics concerns and other questions. Many board members expressed a desire to learn more about the ethical decision-making of the filmmakers and the distributor. Staff planned to gather more information and return to the board for further discussion.

### **WHITE/HOGAN AWARD DISCUSSION**

Puckey asked the board for feedback about the White/Hogan awards, specifically whether the board had strong opinions about keeping the awards tied to the conference or if there was interest in staff exploring other options. Some board members voiced strong support for conference while others expressed a desire to explore attaching the White/Hogan honors to the Murrow Gala or the First Amendment Awards.

Staff will explore other options but no commitment was made.

## **RTDNA FINANCIAL REVIEW**

Puckey told the board that financial documents are available for review. There was no discussion.

## **RTDNA REPORTING**

### ***President Report***

Shelley updates the board on a variety of advocacy-related issues, including progress on:

- The PRESS Act and its status in the U.S. Senate
- Shelley asks that the board move to executive session to discuss a legal matter. Worsley moved, Duffy seconded. The board unanimously approves.
- Worsley moved that the board exit executive session. Luck seconded, and the board unanimously approves.
- Shelley continued his update on press rights issues where RTDNA is involved, including:
  - An Indiana state law that restricts filming within 25 feet of police activity
  - Protests related to the Israeli-Hamas conflict and press restrictions around those events
  - A Supreme Court case about a Texas law that restricts journalists from using drones to capture images of private property
  - Encryption issues, specifically in NYC
  - Open records access in a variety of states, including Idaho and New Jersey

### ***Executive Director Report***

Puckey updated the board on programs and services on the upcoming RTDNA calendar and gave a status report on the progress of a grant with the Google News Initiative to deliver digital tools training to newsrooms. She also shared the feedback from the Arnold Ventures grant and continued conversations for future opportunities.

She also shared staffing updates with the board, introducing new staff members and sharing an upcoming staff departure.

The board reviewed the governance modernization calendar for the upcoming years as a reminder for board departures and the leadership structure through 2027.

### ***Chair-Elect Report***

Worsley thanked board members for traveling to Milwaukee for RTDNA24. She also expresses her gratitude for board members who are rolling off the board as part of the governance modernization process.

She shared her plans for 2024-25, specifically to future-proof the organization to best position RTDNA for the future. Advocacy will be an important part of that vision. Lastly, Worsley wants to help news outlets communicate the value of journalism to their audiences.

### ***Treasurer Report***

Duffy says things are in good shape with accounts, investments, expenditures and the budget. Investments are up 4.6%.

Silverman asked how the board is able to review large expenditures that are shared in the treasurer's report. Duffy outlined the various ways the board reviews these expenditures.

## **RTDNA FOUNDATION MEETING**

Duffy moved to adjourn as the Association and convene as the Foundation. Worsley seconded. The board unanimously approves.

### ***Chair Report***

Allison McGinley was unable to participate in the meeting, so Sheld shared thoughts from Allison, including her regret for missing the conference but that she hopes to be back soon.

### ***Treasurer Report***

Walker shared that the audit is not available for review at this time, as typically happens at conferences. The move from September to June has impacted the timeline. She also shared that the state of finances are strong.

### ***Old Business***

No old business.

### ***New Business***

No new business.

Duffy moved to adjourn as the Foundation and convene as the Association. Worsley seconded. The board unanimously approved.

## **OTHER BUSINESS/ACTION ITEMS**

### ***New Business***

- Shelley shared a recommendation that the board revise the RTDNA Code of Ethics in 2025 as it will have been 10 years since the last revision and recommends the board activate former Chair Scott Libin to help undertake that review.
- Scheld recognizes directors who are rolling off the board and presents them with plaques:
  - Jam Sardar
  - Melissa Luck
  - Robert Thomas
  - Jennifer Seelig
  - Ellen Crooke
  - JJ Green

### ***Old Business***

Shelley thanked Scheld for his extended service as RTDNA Chair, and the board recognized him for his dedication and leadership.

### ***Meeting Minutes Approval***

Sardar moved to approve the minutes from the March 8 board meeting. Worsley seconded. The board unanimously approved.

## **ADJOURNMENT**

Luck moved to adjourn. Sardar seconded. The board unanimously approved and the meeting was adjourned at 4:10 p.m. Central.