



September 2022 Board Meeting | Pre-Conference Board Meeting Agenda | Sept. 14, 2022, 1 – 5 p.m.

WELCOME

McGinley called the meeting to order and thanked the group for traveling to RTDNA22 in Indianapolis. She expressed excitement for the programming, the property and all the fun events staff has worked hard to plan. She shared that she continues to be proud of the work being done by the organization and the dedicated board and is grateful for her time in leadership supported by everyone around the table.

YEARLY AUDIT PRESENTATION

Auditors from Greenwalt joined virtually to share information from the 2021 audit reports. They shared that the organization is in good financial health and that they had no difficulties when working with staff to complete the audit. Their full report was reviewed and passed by the board: **A motion was made to accept the audit reports as presented by Greenwalt by Duffy and seconded by Worsley; motion passed.**

STRATEGY: EDWARD R. MURROW AWARDS

Puckey led the group into another room to brainstorm around ideas stemming from the Murrow Task Force meeting earlier in the year where changes were discussed around the Edward R. Murrow Awards. Small groups shared feedback and questions on flip charts around size (currently defined by market) and newsroom staffing, categories or mediums, branding and the awards gala. That information will be collected and used for the Murrow Task Force moving forward in an effort to finalize recommendations and present to the board in the coming year.

UPDATES

Puckey shared a few short updates on programs and services. RTDNA is partnering with the National Press Foundation to produce a Crime Coverage Summit in January that is funded by Arnold Ventures. It seeks to identify areas for improvement around local news coverage of crime and move away from the “if it bleeds, it leads” mentality. She also shared feedback from the Leaders of Tomorrow cohort program that took place in August, which was one of RTDNA’s highest-rated programs on the net promoter score (NPS), in addition to noting that plans for additional cohorts are in the works for 2023.

She shared that reports for financials were included in the packet but the group did not spend time reviewing together. Puckey also noted that a process change for selecting award recipients will happen moving forward. After the Edward R. Murrow Gala in October, a small group will meet to discuss and select recipients for the First Amendment Awards. After those awards, a small group will meet to discuss and select recipients for the White/Hogan Awards presented at conference. More details to coming in the future from Puckey.

CHAIR REPORT

A short report was given by McGinley, who shared that the two working groups – Governance and Murrows – are really exciting for the future of the organization. She looks forward to seeing those things take shape but recognized and emphasized that they take time and shouldn't be rushed.

PRESIDENT REPORT

Shelley gave a short report on advocacy efforts with details in his monthly reports. The group had a quick discussion around police encryption as a big issue in several states and talked briefly about the Journalists Protection Act, which RTDNA would still like to see get passed. He shared that the organization has been active in many states this year and continued to ask board members to share issues in their areas with him so RTDNA can speak out on behalf of journalists and the First Amendment.

TREASURER REPORT

Tobia reported that the organization continues to be in good health and that, while he is stepping away after his tenure as the organization's longest-serving treasurer – 29 years – he is excited to turn the reigns over to Duffy tomorrow. He will still continue to be supportive and is always around to help, but he is excited to see new leadership move forward. The group thanked him for his service.

STRATEGY: GOVERNANCE

Puckey shared information about the Governance Group meeting in early 2022 and that many of the recommendations are making their way through the planning stages for how to address them moving forward. There were, however, some recommendations that staff believes are a low lift that could be addressed now. Those include some process changes around committees. To start, each committee will have a formal charge for the work to be performed each year. In addition, a process change is recommended to have committees be comprised of non-board members who apply and are selected each year.

There was discussion around the ability to create a funnel for future board leadership, as well as creating additional opportunities for engagement within the membership. **A motion was made by Benedict and seconded by Worsley to move forward with the process of committee charges and application/selection to committees. Motion passed unanimously.**

NEW BUSINESS

ETHICS COMMITTEE GUIDELINES

Benedict shared proposed updates to multiple coverage guidelines for relevancy and necessary updates. He briefly explained why some of the changes were proposed and there was a short discussion around guidelines for covering LGBTQ+ and the trans community. Others encouraged exploration of NLGJA's guidelines and linking directly to them. **Stahlman made a motion to accept the guidelines, which was seconded by Luck. The motion passed with 14 yes votes, 2 no votes and 4 abstentions.**

BOARD "SEE YOU LATER"

Thanks were shared for board members not returning: Andrea Stahlman, Scott Diener, Jack Acosta and Loren Tobia.

FOUNDATION MEETING

Worsley made a motion to adjourn as the association and convene as the foundation and was seconded by Diener, which passed unanimously.

CHAIR REPORT

Stahlman thanked the group and noted that she thought the trust work, groundbreaking internal work and other programs and services are an incredible direction for forward momentum.

TREASURER REPORT

Walker shared that the Oldfield Endowment account is just shy of the \$50k goal and that overall portfolio is healthy around \$1.9M. The goal is to continue to add to the endowment to think big and innovate with the programs and services RTDNA is able to offer.

NEW BUSINESS

RTDNF BRANDING

The board received information from Puckey about the suggested name change for the Foundation, moving from the Radio Television Digital News Foundation to the RTDNA Foundation. It's a move to address holistic branding around the organization and align around a recognizable name. Attorneys have shared that the organization can simply add a DBA and not officially change the name, that way checks/payments/etc. do not have to be changed. **Shepherd moved to approve the DBA addition and was seconded by Worsley. Motion passed.**

GARY HANSON REPORTING FELLOWSHIP

RTDNA was contacted by LuEtt Hanson who indicated she was interested in setting up an international reporting fellowship in honor of her late husband, Gary Hanson. She would be able to take the large contribution from her investments in 2024/2025, but wanted to give RTDNA the opportunity to research what the program would look like, realistic costs and the ability to create something that speaks to his legacy. She plans to provide smaller donations in support of the fellowship in the years leading up to the larger contribution, which will be added to the fellowship amount if it is created, or given to scholarships/fellowships in general if not. In the meantime, staff will explore the possibility of creating such a fellowship.

OLD BUSINESS

There was no old business to discuss.

Duffy made a motion to adjourn as the Foundation and reconvene as the Association, which was seconded by Walker and passed unanimously.

OLD BUSINESS

Jackson shared information about the Governance Committee's discussions around moving the annual conference to June, a topic that has been previously discussed with both the board and executive committees. The committee explored whether it would be possible from a governance perspective to move the conference to June and reported back that it is possible and the recommendation would be to extend the terms of current board members to begin fresh at the upcoming June conference. Staff asked for a vote in support of the timing change so they can move forward in securing a contract. **A motion was made by Luck and was seconded by Scheld to move the conference to June. The recommendation passed unanimously.**

FOR THE RECORD

In a second round of White/Hogan Award recipient voting, Worsley made the motion to approve, Diener seconded and the vote received 16 yes votes, 0 no votes. Vote opened Friday, July 22 and closed Sunday, July 24 and is being reported within these minutes since the vote was digital.

MEETING MINUTES

A motion was made by Shepherd to approve the June 16, 2022 board meeting minutes and was seconded by Diener. Motion passed.

ADJOURNMENT

A motion was made by Worsley to adjourn the meeting and was seconded by Seelig, motion passed and the meeting was adjourned.
