RTDNA Full Board Meeting Agenda

September 17, 2015

Orlando, Florida

**Board members attending:** RTDNA Chairwoman Amy Tardif, RTDNF Chairman/RTDNA Secretary Chris Carl, RTDNA Chair-elect Kathy Walker, RTDNA Treasurer Loren Tobia, RTDNF Treasurer Dan Shelley,   
Sheryl Worsley (Reg. 3), Scott Libin (Reg. 4), Scott Brady (Reg. 5), Carlton Houston (Reg. 6), Jam Sardar (Reg. 7), Andrew Vrees (Reg. 10), Mark Kraham (Reg. 12), Terence Shepherd (Reg. 13), Kym Geddes (Reg. 14), Harvey Nagler (At-Large), Vince Duffy (AL), Jerry Walsh (AL), Sean McGarvy (AL), Janice Gin (RTDNF Trustee), David Louie (RTDNF Trustee)

**Attending via telephone:** Brandon Mercer (Reg. 2), Andrea Parquet-Taylor (Reg. 8), Randy Bell (Reg. 9)

**Ex-officios attending:** Darren Brown (NAJA), Ivette Davila-Richards (NAHJ), Suzanne Gamboa (UNITY), Niala Boodoo (AAJA)

**Also attending**: RTDNA/F Exec. Dir. Mike Cavender, Paul Davis

Chairwoman Tardif called the meeting to order at 2:30pm

Independent auditor Amanda Meko from Greenwalt CPAs Inc. presented the RTDNA annual audit. She said the audit went well with no difficulties and no disagreements with management. All significant transactions were recognized. There was one audit adjustment for accounts receivable and revenue. The audit found RTDNA has eight months of financial reserves. (The average non-profit has three months.)

Meko said the financial statement was clean and unmodified.

**Tobia moved to accept the audit. Shelley seconded.**

The board discussed the audit.

**The motion was approved by unanimous voice vote.**

Chairwoman Tardif said there was one electronic vote since the board’s last meeting. The board approved a donation of $2,500 to the WDBJ/Roanoke shooting memorial fund on 9/2/15.

Cavender presented his executive director’s report.

Cavender reviewed RTDNA’s response to the Virginia shootings, including establishing a memorial fund (and contributing $2500) and conducting numerous interviews. Cavender also attended one of the funerals.

Cavender reviewed major program updates, including:

* Murrow awards saw an almost 6% increase in entries and revenue.
* The student Murrow program saw 134 entries
* FAD profit was up.
* EIJ registration and revenue are up.
* Membership is up 18% year-over-year.
* Corporate membership is up to five.
* Redesigned website and digital communications were launched in July.

Cavender said the 2016 budget includes funding for additions from the Strategic Planning Committee, including meet-ups, Ed talks videos, the Next J initiative and a membership restructuring study. The budget also includes funds to continue webinars and purchase a new association management system.

Cavender reviewed RTDNA/F investments and financial numbers. Tobia said PNC has been doing a great job handling RTDNA’s portfolio. Nagler expressed concern with the investment strategy and is worried about vulnerability. Nagler asked Cavender to check with other foundations to ensure the strategy is sound. Cavender said he has discussed this issue with PNC. Other board members said they were comfortable with the current strategy.

Cavender spoke about potential partnerships with NAB.

Cavender said RTDNA is behind an effort to have the USPS create a Walter Cronkite stamp for the 100th anniversary of his birth. Tobia said RTDNA should be thinking of how the association will commemorate the anniversary.

Chairwoman Tardif delivered the Chairwoman’s report.

She encouraged board members to submit articles to publish on RTDNA.org.

Saturday’s White/Hogan awards ceremony will be streamed live for the first time. Tardif asked board members to be active on social media during the event – especially to promote the live stream.

Tardif said she will be attending a meeting of fellow journalism organizations on Saturday.

Tardif said the executive committee and committee chairs met in Denver last month for strategic planning. The ideas from the meeting include:

**Meet-ups** – presented by Janice Gin. Based on membership survey results, which asked for more networking, the idea was to provide more networking at a local level while honoring regional Murrow winners. Therefore, regional directors, in conjunction with state coordinators, would organize and schedule meet-ups sometime between April and June. The goal is to have one meet-up in every region – clustered around a concentration of winners. Some costs may be able to be offset by RTDNA. The event should also be used as a way to generate new membership. The goal would be 10 meet-ups in 2016, with attendance of 15+ at each meet-up, hoping to generate two new members and five renewals. In the future, meetings could include a training component.

**Nagler moved to approve meet-ups. Kraham Seconded. The motion was approved by unanimous voice vote.**

**Ed Talks** – presented by Scott Libin – Also inspired from survey feedback to provide more training to members, Ed Talks would be short, best practices videos. The first video would be ready in early 2016, with new videos delivered every month. Videos would be free at first, then available to members only. The hope, as the program grows, is to create a library of training videos accessible to RTDNA members. Carl noted that the idea was brought forth by Karen Hansen.

**Worsley moved to implement Ed Talks. Shelley seconded. The motion was approved by unanimous voice vote.**

**Next J** – presented by Dan Shelley – Survey feedback showed many younger journalism professionals weren’t familiar with RTDNA and what the association can do for them. As an effort to attract new members and define the future of RTDNA, Next J would be an incubator group of millennial and young journalists who are actively engaged in social media and digital platforms. They would be charged with defining what an active journalism association would look like and what it would do for them. 5 or 6 people would be invited as the initial members of Next J. They would be invited to the Murrow ceremony in New York, then meet the following day. They would reconvene at the First Amendment Dinner in March to present recommendations on how RTDNA should move forward.

**Gin moved to approve and implement the Next J initiative. Tobia seconded. The motion was approved by unanimous voice vote.**

**Membership Restructuring** – presented by Sean McGarvy – This is an effort to redefine the levels of RTDNA membership. A committee is reviewing membership levels and will present recommendations to the membership committee.

Chair-elect Walker delivered her report.

She encouraged everyone to download the EIJ app, attend EIJ events and be active on social media. She also encouraged board members to visit vendors on the exhibition floor and thank them for their participation.

Walker encouraged board members to have their Facebook friends who have ties to journalism to “like” the RTDNA Facebook page.

Tobia delivered his Treasurer’s Report, echoing numbers presented in Cavender’s executive director report.

Governance Committee chair Gin proposed having the RTDNF Trustee who is in the final year of his/her term assume the position of RTDNF vice-chair. The vice-chair would be added to the RTDNA executive committee. The proposal is being forwarded to the Foundation Board for consideration.

Awards Committee chair Shelley reported action items pending before the committee are being deferred until a new awards committee is appointed. Those items include clarifying student Murrow eligibility and ideas to add Murrow categories.

Membership Committee chair Nagler reported the committee is reviewing recommendations on changes to membership pricing and ways to increase membership.

Diversity committee chair David Louie reported a membership presentation will be made to Telemundo news directors who are meeting at EIJ.

Ex-Officio Reports

Niala Boodoo/AAJA – AAJA recently held their convention in San Francisco. AAJA is transitioning to a new board structure, including a new digital officer. AAJA has also implemented several new task forces, including one dealing with sports. They will make reports/recommendations to the Sr. VP. AAJA will be holding an invitation-only leadership conference in Miami in November. Terence Shepard and Amy Tardif will attend.

Ivette Davila-Richards/NAHJ – NAHJ holds regional conferences throughout the year. The New York conference, which focused on Latinas in the media, had 300 attendees. Austin, Miami and Mexico City also held conferences recently. NAHJ is also looking to expand its outreach to members. NAHJ will partner with NABJ to hold their 2016 conference in Washington D.C. Alberto Mendoza is the new executive director of NAHJ. A producer’s index is being compiled to identify NAHJ members who are working as producers to help news organizations who are hiring.

Suzanne Gamboa of UNITY e-mailed a report. UNITY named Russell Contreras president of UNITY. Held a session on diversity at PRNDI conference. An interim executive director has been appointed. UNITY held a regional conference in South Dakota. UNITY is planning a series of regional conferences.

**Gin moved to adjourn the meeting in order to meet as the Foundation board. Kraham seconded. The motion was approved by unanimous voice vote.**

The Association board adjourned at 4:49pm.

Chairman Carl convened the Foundation board at 4:49pm

Carl reported there are no major issues facing the Foundation at this time. Cavender agreed.

Carl reported RTDNF followed through on the board’s directive to make donations to foundations established on behalf of James Foley and Steven Sotloff (winners of the RTDNF Citation of Courage).

**Gin made a motion to amend the Foundation by-laws such that references to either the Secretary or Treasurer be changed to read “Secretary-Treasurer.” Duffy seconded. The motion was approved by unanimous voice vote.**

**Gin moved to amend the Foundation by-laws to assign the Foundation trustee who is in the second year of his/her term as vice-chair and make him/her a member of the RTDNA Executive Committee. Duffy seconded.**

The board discussed the motion. Tobia stated he disagreed with the motion.

**Tobia moved to table. Shelley second. The motion was defeated by a show of hands.**

**After further discussion, Shelley moved to table the motion. McGarvy seconded. The motion to table was approved by a show of hands.**

Shelley delivered his Treasurer’s Report, echoing numbers presented in Cavender’s executive director report.

**Shelley moved to adjourn as the Foundation board and reconvene as the Association board. Kraham seconded. The motion was approved by unanimous voice vote.**

Carl adjourned the Foundation board at 5:04pm.

Tardif called the Association board to order at 5:04pm

**Tobia moved to convene in executive session. Shelley seconded. The motion was approved by unanimous voice vote.**

The board convened in executive session at 5:06pm.

The board reconvened in open session at 5:36pm.

**Gin moved to adjourn. McGarvy seconded. The motion was approved by unanimous voice vote.**

The meeting was adjourned at 5:37pm.

Respectfully submitted,

Chris Carl  
RTDNA Secretary