Full Board Meeting

September 17, 2016

New Orleans, LA

2:00pm CT

Chairwoman Kathy Walker called the meeting to order at 2:03pm CT.

Roll call – Chairwoman Kathy Walker, RTDNF Chairwoman Amy Tardif, Chair-Elect Vince Duffy, RTDNF Treasurer Dan Shelley, Region 10 Andrew Vrees, Region 3 Sheryl Worsley, Region 7 Jam Sarder, Trustee David Louie, Trustee Janice Gin, Region 2 Brandon Mercer, Region 4 Scott Libin, International Director Kym Geddes, Region 5 Scott Brady, Region 9 Randy Bell, Region 12 Mark Kraham, Director-at-Large Jerry Walsh, Director-at-Large Sean McGarvy, Region 1 Erica Hill, Director-at-Large Harvey Nagler, Region 13 Terence Shepherd, Director-at-Large Kimberly Wyatt joined at 3:45pm.

On the phone – Region 11 Tim Scheld

Staff: ED Mike Cavender, Derrick Hinds, Kate Switchenko, Karen Hansen, Kate McGarrity

Guests: Thor Wasbotten, Chip Mahaney, Sonya Duhe AEJMC, RTDNA Canada President Ian Koenigsfest

Mike Cavender, Executive Director:

EIJ Update: 1007 registrations, 17% are RTDNA or RTDNA & SPJ members, $269,000 in sales revenue for the three groups, $94,600 for RTDNA

2017 EIJ in Anaheim with NAHJ, 2018 EIJ in Baltimore

The Murrow Gala: is 3 weeks out. 300 plus registrations so far. Tickets and sponsorships are on pace with last year. Lester Holt and Byron Pitts are confirmed so far among the presenters.

4351 Murrow entries raised $538,000 in gross revenue

Strategic Planning Initiatives:

10 Murrow meets ups were held

8 Ed Talks produced

4 webinars this year

Initiated a partnership with Poynter for a membership discount this year.

15-20 people have taken advantage of this.

Involved in a major initiative with NAB called Reporting on Race in America – best practices on reporting stories with racial overtones. There will be a major meeting in DC on October 20 to create best practices. Coverage guidance should come out by the first of the year.

A bipartisan effort passed earlier this year on FOIA reform 50 years after the first FOIA act.

The FAA passed drone regulations allowing the flight of small drones commercially. Dan Shelley thanked Mike for his leadership on this effort.

The Foundation created its first ever endowment fund for unrestricted donations.

The Lee Thornton scholarship was endowed. $50,000 endowed to fund a scholarship for a J student at either Howard University or The University of Maryland.

Mike said the 2016 FAD was a success.

He reviewed our investment balance which is up 3.5% over last year. Our unrestricted reserves allow us 12 months of operation funds. (3-6 months is industry standard).

Membership: 1188 members, Rogers Communications of Canada joined as a corporate member, TV news directors have an 83% retention rate

Website traffic up 27%

FB likes up to 4189 up 24%

Twitter to 6633 followers up 16%

Mike did interviews worth about 1.6 million impressions

Ex-Officio Report – Sonya Duhe – AEJMC:

[National News Engagement Day](http://www.newsengagement.org/) on Oct 4, co-sponsored the 4th world journalism conference in New Zealand, closing the gap between educators and media professionals, she invited us to [their conference in Chicago](http://www.aejmc.org/home/events/annual-conference/) 8\9-8\12

Independent Auditor Amanda Meko:

Senior Audit Partner at Greenwalt, CPA– We had a clean and unmodified audit for 2015 for both RTDNA and RTDNF.

Vince Duffy Chair-Elect:

EIJ update – 1007 attendees, revenue comparable to 2014, pulled together a covering race session featuring Terence Shepherd as well as a You’ve Got Talent session

**Brandon Mercer – moved the RTDNA board to direct the RTDNA staff to have meaningful conversations with SPJ staff to open up any prohibitions regarding sponsored sessions at EIJ**

**Terence Shepherd seconded**

**Harvey Nagler requested whomever attends reports back to the board**

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

Dan Shelley reported acting on behalf of Loren Tobia as the RTDNA treasurer. The Association investment account is up 6.7% year-to-date. The board continues to make $5000 quarterly contributions to the Association investment account.

**Dan Shelley moved we go into Executive Session at 3:24pm CT to discuss personnel matters. Janice Gin seconded.** **The motion was approved by unanimous voice vote.**

The board unanimously approved a contract proposal for the executive director during Executive Session.

The Executive Session discussion moved into unrelated legal issues.

**Janice Gin moved, Sheryl Worsley seconded to come out of Executive Session.** **The motion was approved by unanimous voice vote.**

Back in regular session at 4:46pm CT.

Sean McGarvy agreed to push the 2017 budget discussion to Tuesday’s meeting.

Janice Gin – Governance:

Janice said there is interest in adding early voting next year. Janice gave out a hand-out on the Meet-ups. There were 13 meet-ups with 3 of them being at awards conventions. 166 people attended. The goal to add members during Meetups needs to be reiterated in the future. There was discussion that next time we should expand the invites to members even if they weren't regional winners.

Sheryl Worsely – Digital Committee:

RTDNA’s Facebook page went up from 2675 fans last fall to 4789 today.

RTDNA’s Twitter page now has 6633 followers.

RTDNA’s website now has 21000 unique views per month.

Barefoot Public Relations Company has one more month on its contract.

Barefoot is posting for us on weekends.

The company has provided us with incremental growth.

There are two social media contests going on during EIJ including one inviting people to post selfies.

Brandon Mercer’s Program Committee report moved to Tuesday.

Dan Shelley – Awards committee:

There’s a meeting Tuesday 8am at EIJ

Shelley invited people to the Murrow awards Gala.

Scott Libin – Ethics Committee: -

Scott invited people to the ethics session at EIJ on the RTDNA coverage guidelines which is the second step following the revision of the ethics code.

Harvey Nagler – Membership Committee:

Harvey suggests the next membership committee focuses on millennials.

**David Louie moves that the Association adjourn and meet as the Foundation.**

**Randy Bell seconded.** **The motion was approved by unanimous voice vote.**

The Foundation Board of Trustees met at 5:13pm CT.

Chairwoman Amy Tardif explained the Foundation’s creation of its first endowment policy and invited members to donate to seed the endowment. Mike Cavender, Amy Tardif, Scott Libin and Bob Priddy were the first to donate and David Louie said he has had RTDNF in his estate plans for many years.

**David Louie moved to entertain a motion to create a Founders Circle in the name of Barney Oldfield to recognize the group of individuals who are first to donate to the endowment. Dan Shelley seconded. The motion was approved by unanimous voice vote.**

**Dan Shelley moved to separate the RTDNF audit for $3000 from the RTDNA audit. Mark Kraham seconded.**

**Janice Gin moved to table. Dan Shelley seconded.**

**One person voted no to tabling the motion. Everyone else voted in favor of tabling the item.**

Dan Shelley - Treasurer report RTDNF:

Investment account dipped at the end of 2015 due to market conditions but since the first of the year it’s made a comeback.

Dan Shelley commended Mike Cavender, Salesperson Holly Rose and staff for a great FAD.

**Dan Shelley moved to adjourn as the Foundation board and reconvene as the Association board at 5:30pm CT. Sheryl seconded. The motion was approved by unanimous voice vote.**

Vince Duffy commended Amy Tardif and Kathy Walker for service on the board. Dan Shelley commended Harvey Nagle and Randy Bell for their service on the board.

**Amy Tardif moved to adjourn. Janice Gin seconded. The motion was approved by unanimous voice vote.**

The meeting was adjourned at 5:32pm CT.

Respectfully submitted by,

RTDNF Secretary

*Amy Tardif*