RTDNA AND RTDNF FULL BOARD MEETING, September 20, 2016

POST CONVENTION, NEW ORLEANS, LA

1. Call to order
2. Roll Call: Vince Duffy, Brandon Mercer, Dan Shelley, Janice Gin, Chip Mahaney, Scott Brady, Loren Tobia, Jam Sardar, Mark Kraham, Terence Shepard, Sheryl Worsley, Scott Libin, Sean McGarvey, David Louie, Kimberly Wyatt, Blaise Labbee---on phone: Tim Scheld, Erica Hill

Staff present: Mark Cavender, Derrick Hinds, Kate Switchenko, Karen Hansen,

RTDNF --- Meet as Foundation

RTDNF Minutes from Board Meeting on 9/20/16:

David Louie was re-elected as trustee of the foundation by acclimation.

FAD will be in March in 2017. RTDNF Chair Kathy Walker says she would love to hear from board members about possible award recipient ideas.

David Louie presented his ideas about creating a Founders Circle for the newly created endowment.

The foundation board went into executive session to discuss legal matters.

The board discussed creating guidelines/rules for scholarship recipients at the convention in exchange for the travel to convention.

The foundation left executive session at 1:40 pm.

The foundation adjourned at 1:41 pm and reconvened as the association.

1. Appointments:

Committee Chairs: Nominating—Kathy ; Convention planning—Scott; Digital—Sheryl; Diversity---David; Janice—Governance; Sean—Finance; Terrance—Ethics; Brandon—Programs; Chip---Membership; Awards—Dan Shelley;

Committee members---signup

Executive Committee---Officers plus 3 --- Sheryl; Sean; Chip --- all moved and seconded. Move by Dan to nominate slate by acclimation. Unanimous vote.

Executive Director report: Convention update: Final number is 1059 attendees. About 17 percent of those members are RTDNA or RTDNA/SPJ members. Thank all staff for great convention and job well done. Great feedback about floor and entertainment, including good traffic. Paul White and John Hogan awards ceremony went very well. 99 year old former anchor from NOLA attended—Terry McFettrick of WDSU. WWL shot video and clip is up on our website. NAJA wants to be part of EIJ next year and in years to come.

Feedback on convention: Questions about website, cost of convention, voting processes, app contests and they did push contest, we do sell sponsorships for push notifications. Promoted posts on the app. Kate would value written feedback on app. Uncomfortable that we didn’t have a photographer at the Paul White event, Loren also mentioned that we need to have the RTDNA logo at the Paul White event. There was discussion about the benefits and drawbacks of a joint convention with SPJ. TVU stream failed for Paul White/Hogan award speeches, but Facebook live did work. TVU offers it free and we didn’t pay for it, and they volunteered to do it again next year.

RTDNA ‘sizzle’ reel. Brandon says we need one. Dan says we should have noted that it was our 70th anniversary. Dan agrees that this was a great convention. There was not photographer at our convention. Loren recommends that we hire photographer. Top influencers on twitter—included Chip, Brandon, and Kimberly.

Chair – elect report-----Scott…..nothing to add

Chair---report---Vince: Structure of next year:

EC: we can work out times for once a month calls, quarterly board meetings, lists of contact info to Kate for all board members; Janice also needs info for the Board Member handbook; we would also like to add to state coordinators list and Janice will add that info to the new board, we also need to have conflict of interest policies signed by all.

Move into executive session:

During executive session. We voted on an executive director’s contract proposal.

Dan moved and Brandon seconded to come out of executive session.

Finance Committee Report: Moved and seconded to go into executive session.

Came out of executive session after discussing staff salaries.

Finance Committee report continues:

Combined projected revenues of $1.7 million, a net income of 44,000 dollars in 2017. This figure allows us to continue to deposit 20K to investment each year. Budget calls for 5% increase for health benefits. Carryover of software membership cost while we wait for decisions on membership changes. We want to try to consolidate member outreach and communications outreach into a system that can manage all of this. We also want to add software that has a fundraising component. Cost would be $18,000. We have expanded Murrow Meet UP budget to $7,000. We have also added $1500 for student chapters, and $4,000 to awards budget for improvements to contest system. We are projecting about a 2% increase in revenue budget for awards, 3% increase for membership. Convention revenue should be up next year because of sponsorship revenue for EIJ 17 because of NAHJ partnership. NAHJ pays a management fee to convention for EIJ17. Confident feeling about these figures for next year. No change in grant programs, investments.

Sean makes motion to accept budget. Janice seconds.

Sheryl offers motion to add $30,000 to budget for digital marketing consultant for 2017. Sean and Janice accept the amendments. Motion to pass budget passes with Brandon abstaining.

Loren noted that while we have passed a budget, the board has the opportunity to amendment the budget at any time.

Programs Committee---Brandon:

Because webinars are available on line, we are creating a digital training stockpile. Brandon took those webinars to Russia. Student webinars possible. Also considering legal webinars. Can we do sessions that have sessions including: linked in for journalists, google news lab, etc? Wants to amp up volume of number of webinars.

Awards Committee Report: Meeting of Awards committee today addressed feedback from judges and clarified issues with online awards and student Murrow awards. Committee Chair Dan Shelley says we need to modernize online awards category that were last done in 2009…which in internet / dog years was 49 years ago.

Proposed changes: Student Murrows: Allow for acceptance of entries from teams or individuals. Change the names of categories to increase the number of entries and clarify the types of entries we are receiving.

The board discussed adding Murrow categories, specifically Radio and TV should also include Excellence in Video; Excellence in Innovation; Excellence in Social Media. Janice advocated that Innovation should be changed to VR or something that is less about technology and says category should be about how the technology advances the journalism.

Overall entry price increase of $10 across the board was approved.

RIAS award proposal: RIAS would like assistance with an award for international reporting. Non – network reporting to be awarded. We agreed to set up a call with Jon Ebinger to hash out details.

Dan moved to accept award committee proposal as amended. Passed unanimously.

The Board authorized the Awards Committee to work with staff to revise the rules and descriptions to reflect the changes.

New Business: Dept of Justice allowed for FBI to pose as Journalists. Sean asks that we push back on this issue. Mike agreed to assist.

The board then went into Executive Session.

During EC, Kathy volunteered to lead committee called MOON SHOT to look at future issues and long term strategy for RTDNA.

Jam moved to adjourn, Brandon seconded.

Meeting adjourned at 5:27