**RTDNA/F Board of Directors Meeting**

**Sept. 7, 2014 – Nashville, TN**

**Board members attending:** RTDNA Chairwoman Amy Tardif, RTDNF Chairman/RTDNA Secretary Chris Carl, RTDNA Chairwoman-elect Kathy Walker, RTDNA Treasurer Loren Tobia, RTDNF Treasurer Dan Shelley, Brandon Mercer (Reg. 2), Scott Libin (4), Jam Sardar (7), Christy Moreno (8), Bill Roswell (11), Mark Kraham (12), Terence Shepherd (13), Jerry Walsh (At-Large), Sean McGarvy (AL), Harvey Nagler (AL), Vince Duffy (AL), RTDNF Trustee Janice Gin,

**Others attending:** Mike Cavender, RTDNA Executive Dir., Kate Switchenko, RTNDA staff, Derrick Hinds, RTDNA staff, David Steinberg, UNITY

Chairwoman Tardif called the meeting to order at 9:15 a.m. CDT.

**EIJ14**

Cavender reported that final EIJ numbers were not in. Cavender thanked and congratulated Kate Switchenko for her efforts to organize and manage the convention. Cavender said he and SPJ Executive Director Joe Skeel had not heard any major complaints, outside of problems with the exposition.

Cavender said there was concern among expo vendors that buyers are not attending the convention. Vendors representing schools and recruiters were happy.

Tobia said the association needs to figure out how to get news managers to attend. He said there should be programming targeted toward managers.

Tobia said there only seemed to be one time when the floor was crowded.

Sardar said he was told by a vendor that they weren’t attending because there were “too many students.”

Cavender says a news director told him that a greater emphasis needs to be placed on recruiting.

Cavender said EIJ won’t be able to replicate the RTDNA/NAB floor model of exhibitors, and EIJ needs to determine “who we can be.”

Mercer suggested workshops which are aimed at newscast producers. Moreno said she had two producers who enjoyed attending EIJ, but were disappointed the workshops were not more beneficial. McGarvy suggested specifically marketing the convention to producers.

Tobia said it was suggested having vendors pay for floor functions, but he said vendors have already paid money and shouldn’t have to pay for floor events.

Duffy said he talked to exhibitors and schools and journalism groups were happy, but those selling services and software weren’t. Duffy also said vendors wanted to be on panels, which is discouraged by SPJ. Duffy suggested sessions on the exhibit floor which would be a hybrid information/sales pitch.

Cavender said the idea of a “product theater” was being sold, no vendors wanted to purchase it.

Libin said vendors who may be looking to reach younger journalists needed to be identified.

Walsh said some conventions offer to subsidize group meetings. Cavender said RTDNA was willing to do that, but found no takers.

A discussion was held about the process of selecting programming and how it might be improved. Walker said bids for EIJ15 session will open soon.

Gin suggested EIJ include a job fair.

Shelley pointed out that there’s an RTDNA board requirement to include an “Ed Bliss writing seminar” that has been overlooked.

The board liked the EIJ mobile phone app.

**Murrow Awards**

On the topic of Murrows, Switchenko reported $180,000 in revenue has already been received, the room block was almost filled, and programming the show was almost done. Presenters include Bob Schiffer, Steve Hartman, Amy Robach, Jeremy Schapp, Lester Holt and Amy Tardif.

**COMMITTEES**

Tardif appointed Vince Duffy to the open director At-Large seat. The board approved by voice vote.

Nominations were opened for Executive Committee.

Walker nominated Gin.

Tobia nominate McGarvy.

Gin nominated Kraham.

Shelly moved to close nominations. Nominations were closed.

The slate of Executive Committee nominations was approved by voice vote.

Tardif suggested the committee meet on the first Thursday of month at 11am.

Tardif suggested a Diversity Committee be created, with the charge of investigating the creation of a mentoring program to help minority journalists move into management. It was so moved by Sardar, with a second from McGarvy. The motion was approved by voice vote. Tardif said David Louie agreed to chair the committee.

Tardif suggested a Programs Committee be created, with the goal of developing semi-regular webinars on topics to be determined. It was so moved by Roswell, with a second from Libin. The motion was approved by voice vote. Tardif said Brandon Mercer agreed to chair the committee.

Tardif announced the following committee chairs:

* Governance – Gin
* Awards – Shelley
* Ethics – Libin
* Audit/Finance – McGarvy
* Membership – Nagler
* Convention – Walker
* Nominations – Carl

Tardif said committee membership will be assigned this week.

**Governance committee**

Gin distributed a handbook for board members

On the Region 3 election, Gin said the board approved a motion to change the term of the seats for region 3 and 5, with the expectation that there would be no election for region 3. But an election was held and Sheryl Worsley of KSL radio, Salt Lake City received a write-in vote and was elected. Gin said the election will stand, since Worsley could just be appointed to the board anyway. Worsley’s term will be one year.

Walker moved to adjourn the meeting as the association and reconvene as the foundation. Gin second. Motion was approved by voice vote.

**Foundation business**

Foundation Chairman Carl thanked Vince Duffy and Ed Esposito for their stewardship of the foundation over the last year.

Carl asked for a motion to approve Dan Shelley as Foundation Treasurer/Secretary succeeding Ed Esposito and Gin and Louie as Foundation Trustees. So moved by Sardar, with a second by Tobia. The motion was approved by voice vote.

Carl called upon immediate past Chairman Duffy for unfinished business from the end of his term.

Duffy moved that the board affirm an earlier vote to transfer money remaining in the Rob Sunde Scholarship fund to unrestricted funds. Nagler second. Duffy explained that Sunde’s widow has approved the move. The motion was approved by voice vote.

Duffy moved to retire the Abe Schecter Fellowship. Tobia second. Duffy said the fellowship was awarded this year, but the fund now has a negative balance. Cavender says the person who established the fund fully concurs with the move. The motion was approved by voice vote.

Cavender presented to the board a review of the status of permanently-endowed funds.

Overall, Duffy said things are in good shape due to favorable market conditions.

Duffy reported an endowment spending policy has been adopted which recommends restricting spending annually to 5% of endowment totals.

Duffy said the foundation should explore future fundraising opportunities. The foundation’s First Amendment Dinner is the foundation’s primary source of funding. An end of the year campaign adds some money. Planned giving and estate planning was pitched to RTDNA alumni who attended EIJ. Tobia suggested there should be a follow up to the alums.

Carl asked if the board liked the idea of re-establishing a silent auction at either EIJ or the Murrow banquet. Cavender said he would talk to SPJ and RTDNA-Canada about the pluses and minuses of their auctions. Carl said he would be willing to organize and manage an auction, if all board members committed to providing at least one item. The subject was tabled pending further research. Shelley advocated for any potential silent auction to be at Murrow banquet.

Treasurer Shelley thanked the board for voting for him as Secretary/Treasurer.

The Foundation board then adjourned and reconvened as the association board.

**Finance Committee**

McGarvy said that, after reviewing RTDNA’s current budgetary process, he thinks a better structure would help with future growth. He recommended changing the calendar for the budget process, which could lead to more strategic planning. McGarvy noted less than 3% of 2015 budget was allocated for new initiatives. He recommended committee chairs and officers have more input in crafting the budget.

McGarvy also noted that board conversations are better when held face to face, and he asked if the association can find ways to have budget conversations earlier, with more frequent brainstorming and planning.

Nagler commended McGarvy for his proposals. Nagler said he was concerned that the proposal puts executive director at the end of the budget planning instead of at the beginning.

Walker said she believes the association is in a position where it could undertake new initiatives that cost money rather than just cover existing costs.

Cavender says he supports anything that will make the organization more cohesive and collaborative for future endeavors, and the board needs to determine the best way to accomplish that.

McGarvy says, as the new finance chair, he will work toward making the budget process more collaborative.

A discussion was held about the change in calendar – allowing for “Committee chairs-elect.” McGarvy said the chair-elect should have as much input on budget as possible, because it is his/her budget, and the same holds true for future committee chairs.

Walker suggested there should be an in-person strategic planning session involving officers and/or exec comm. Shepherd suggested an executive committee teleconference and then perhaps an extended session during FAD -- because another in-person meeting is not budgeted.

Mercer suggested a membership survey. Tardif said the executive committee would talk about what questions to ask on a potential membership survey.

**Awards Committee**

Shelley said committee will be working on rules for Student Murrow awards.

Tardif has asked the committee to research the potential of an RTDNA Hall of Fame Award. Shelley asked for input from board members on the proposal.

**Ethics Committee**

Libin said he was disappointed at the turnout for the EIJ session on the Code of Ethics revision, but liked the feedback on the revision from those who did attend. He said the feedback was “helpful.” He said the draft will improve as a result of the feedback, which was the goal of the session. He said the session sent right message that there was an opportunity for meaningful input.

Shelley commended Libin and Ethics Committee members for their work on the document. Shelley called the draft “positive, inclusive and forward-looking.” Shelley did caution against lumping social media and blogs with “the rumor mill.”

**Membership Committee**

Nagler stressed the importance of strategic planning, especially when it comes to membership. He said members need to have a reason to join.

**Old Business**

Shelly asked Hinds whether there has been any publicity for the newly created Student Murrows. Hinds said he was planning on it and would confer with Shelley for details.

On the topic of state coordinators, Gin asked regional directors to find coordinators for where there are vacancies. Duffy said coordinators should let regional directors know of issues that may warrant RTDNA attention, as well as help judge awards. Duffy said having state coordinators also develops potential regional directors for the future. Walker said coordinators could also contribute to web.

Duffy commended Hinds for overseeing a huge improvement in the coverage of EIJ. He called the coverage “quick” and said it had “variety.” The board concurred.

A discussion was held regarding NAHJ’s decision to partner with NABJ for a convention in 2016. Cavender said EIJ is already talking with UNITY for 2016. Cavender said he has also had preliminary conversations with other organizations about partnerships. The consensus of the board was to have Cavender also talk to NABJ/NAHJ regarding a potential partnership in 2016.

**New Business**

Tobia expressed disappointment that a post-EIJ survey was sent via the SPJ Membership Resources e-mail address. He worried that RTDNA loses its identity in an instance like that. Other board members agreed.

McGarvy said he was approached by the Senate Press Gallery, which represents journalists covering Capitol Hill, regarding a potential partnership. McGarvy said he would be happy to attend their board meeting and report back. One partnership idea is a joint internship program, which was apparently done in the past.

Tardif encouraged everyone to contribute content to website.

Tardif asked committee chairs to prepare a written report to Executive Committee meetings and full board meetings.

The board adjourned at 11:57 a.m. CDT.