

UNOFFICIAL MINUTES FOR THE JULY 18 INBA BOARD MEETING - WTAX STUDIOS, SPRINGFIELD

(Pending Approval by the Board of Directors at the Fall 2009 Board Meeting)

Call to order: 12:23pm

Present: Jim Gee, Melissa Hahn, Jennifer Fuller, Michelle Eccles, Will Stevenson, Tamara Starks, Tom Rodgers, Kim Boomer, H. Wayne Wilson

Absent: Laura Trendle-Polus, Laura Gibbs, Amanda Vinicky, Emily West, Bob Roberts, Rich Egger, Dave Dahl

Motion to approve Spring Board Minutes: motion by Michelle second by Tom, call for discussion – motion carries

President:

- Spending his time dealing with the Website – we're on track he says, there were some delays with Jim's and Matt's schedules – 4-5 key players have been brought into the loop to transfer information to the new site. Jim's goal - By the first full week of August – members will hopefully be getting emails asking them to log-in to the new site. Also talking with Alan, Bob, and Matt Sweeney regarding moving the list-serve for the JobFile (email that goes out on Fridays from Bob) – in regards to the design, it will be similar to make changes, add content and information
- Also working with Bob on the FOIA reform – writing letters to Bob Reed and Gov. Quinn, last checked on Wed/Thurs to Bob Reed regarding it with Reed saying "It's under review" – encourages everyone to send letters to the Gov.'s office – also wrote letters to 5 lawmakers on the rules committee before SB 189 was introduced when we were looking at the un-introduced senate act – Rep. Curry, Lang, etc to stress this is not just good for journalists, but for the general public. In the letter, Jim believes he said journalists are seen in the same light as politicians and lawyers. Indication through IPA was that the Gov. does intend to sign it; it's just going through the motions. Reed told Bob Roberts they would like a rep from INBA to be there when it's signed. No feedback regarding line-item vetoes regarding the bill.
- Jim did get in contact with a couple of students, hopes to get in contact with more during his vacation following programs at SIU that he is working with.

Vice President:

- Champaign (April '09) – "Outstanding" (Tom says the committee was great, despite some obstacles). Hotel didn't charge a gratuity – Tom says the hotel pays its staff a living wage, so it doesn't charge it. Jim reminds the board that we did approve an amount to get AV equipment for SINBA critiques. Jennifer asks about the comp for student registrations for the scholarship winners. Jennifer says she and Tom will work it out. Tom says three of the students stayed for the convention.
- Peoria (October '09) – H. Wayne says the budget shows a deficit, and no donations from stations at this time. 4 ads are sold already – more requests are out. Keynote speaker – approached Ray

LaHood, Tom Vilsack. Emily put a program cover together, Friday night we'll have an Illinois quiz with prizes, Saturday – Hubart and Mallot from KARE all day long with 4 sessions. The meetings will be broken out – going to try to get more students there to match up mentors with students. Sunday –reporting on the arts during a panel session. One panelist will do a painting on Saturday to be used in Sunday's session. Jennifer tells H. he is \$100 in the black as INBA covered the airline for KARE. A website is up and running as this week, thanks to Blake Long. H. asked about PayPal registrations – Jim explained that it's a url that Alan changes for each convention that just needs added to the site.

- Chicago-Oakbrook (Spring '10) – Melissa says things are ok. Jim brought up the idea to ask the gubernatorial candidates for a session. Jim says it could also be “how to cover a three-party convention.” Melissa is getting someone from the network to be a keynote speaker. The board asked about a chair of the convention. Melissa says there is not one yet, there are people who say they'll help. The board threw out several names to Melissa of people that might help do some of the legwork in Chicago and Melissa possibly coordinator
- Bloomington (Fall '10) Looking for a convention chair - Ken Keller will help, but doesn't want to chair. Melissa also says we could probably get Dara to help. Tom Rodgers says he'll help as well.
- Melissa says we created an INBA Facebook page – she created it so we have it. Melissa says if there are no objections, we'll try to include that in convention duties to promote conventions including the latest information before the actual meetings.
- Jim asked about if we wanted to talk about 2011, and Melissa also brought up the search for a new VP. Melissa says it's been a great time, tough at times, but rewarding at the same time. Melissa says it does get tough, but it's doable, and it's “really cool” to do these conventions. Jim approached the idea of Effingham for a site. H. also brought up Quad Cities and Quincy. Danville, Metro East, and Joliet were also brought up. Jennifer asked about St. Louis. We need to ask Laura TP about the members to nominate locations for 2011 convention sites. Jim also mentioned Macomb or check and see about Starved Rock.

Treasurer's Report -

- Jennifer says her report is as it stands. H. says it doesn't reflect payment from the Foundation. She says the next payment for the website is \$1200

Executive Secretary's Report -

- Jennifer read names of new members of INBA. H. says one of the names made up
- Motion by Melissa, second by Will – Board moves the motion

Recording Secretary's Report -

- Newsletter – the number of email users opening the email is down from winter – not all software reports it. Constant Contact says 18% is high. She is working on the purchase of a small video camera for INBA.

Past President's Report -

- Working on IL of the year, she has the nominations and is working on a ballot this year. She has some questions regarding the nominations. She says it was a little unusual, but has it worked out. Michelle is concerned about some of the names. (Names) John Anderson, rev. Scott Willis, David Axelrod, Michelle Obama, Jim Edgar, (didn't get all the names) H. reads the rules regarding the nominations and those who may be seeking office in the next election. Michelle anticipates having the ballot ready Monday. She expects to contact the winner by August. The award is typically given out at Sunday morning, but we will accommodate when they can be there.

Motion by Tom, second by Melissa to approve officer reports, motion passes

Foundation Report

H. begins with "O heavens" (board chuckles)

- Currently have assets of
- \$11,200 has been invested
- Dividend earnings are down first time in a while.
- doesn't anticipate lowering scholarships – hopes to raise them from the \$1300 in 2009
- Please welcome the newest member of the foundation board – Michelle Eccles (who replaced Jim Paul)

Committee reports –

Cams and Mics - No chair at this time.

FOIA/OMA – Bob submitted report (as it stands), Jim meant to ask about the Chicago credentials. Jennifer read the information from Bob's report.

Legislation – Sean Crawford – says Gov. Quinn will sign the FOIA bill. Jim asked him to keep an eye on the bill that was proposed and failed that Rep. Lang brought in that halted the release of 911 tapes. Jim mentioned there were a couple of cases in Chicago where explicit 911 tapes aired on a Chicago station that was of a woman drowning in a car – and at no time did the 911 dispatcher told her how to get out of a car. Jim also mentioned the 911 tapes of an attack in a home where the family of an SIU student was killed. Jim had a phone meeting scheduled with Rep. Lang – ---

Honors and awards – Dara Brockmeyer – Jim says some of the concerns Dara suggested were raising the mini-scholarships, A question came up regarding should we award scholarships to those who are

graduating. Jim also asked about December grads – can they apply – Michelle says scholarship winners need to be in school when they apply. Dara asked in her report about a scholarship winner who meant to use their award for an internship, but quickly got a job. Michelle feels this is still ok – since it goes toward helping them get themselves established. In regards to the mini-scholarship, Michelle and Jennifer both expressed feelings that it should not be raised from \$50.

SINBA Awards – Laura Gibbs – going to get in contact with faculty members in summer/late fall. Jim says she did a good job with this year’s awards. In regards to how the money came out – Jennifer has to double check numbers but believes we at least broke even. We send the board thanks to Laura Gibbs and Dara for awards this year.

Financial Committee – discussion over if Jennifer Fuller is the chair or not.

INBA Directory – Tom Rogers – Directories are done and were handed out at April convention. He brought some as well Pronouncer guides. Tom mentions that someone needs to go in every 2-3 years to go in and update information that people do not update on their own. H. also brings up the directory makes money for the organization. Discussion on if the Membership and outreach committee should take over the directory. H. reminds us it is an Ad-hoc committee.

Scholarship Auction – Blake Wood – Blake is being let-go as of August 1. He is looking for a job - regardless – he is committed to working on the station. Jim mentioned he talked to Angie and she gave him materials, but he is in need of contact information. Jennifer says one thing to help him – is to ask if people plan to bring things to let Blake know a week ahead of time so he’s aware of what is coming in the day before or day of the convention. Jennifer also says if there is a big-ticket item, we need to know ahead of time so we can include it in the live auction, as well as have time to promote it. Jim reminds us from the April discussion about possibly moving the scholarship auction in the spring. Jim says he feels the board needs to discuss this more before taking any action.

Membership Outreach and Benefits – Julie Root – Julie has done a great job creating a discussion amongst the group, including members who are working out of state having a new category. Jim wants to save discussion on this for later, since it means discussing the by-laws. The second thing is coming up with materials that INBA members can take to newsrooms to drum up new membership. Jim says the committee was starting to get into who would update the information. Jim says he plans to ask the committee about looking at online journalists. Jim is also hoping once the new forum is up and running we can start a thread/bulletin board to keep track of the conversation. Jennifer asked about the list, because she wanted to be involved but hasn’t gotten the emails. Jennifer says the by-law changes to be discussed later were a lot to digest in the day before the board meeting.

INBA Mentoring/Tape Critiques – Anne Dill – no report, but Tamara mentioned she got an email when she re-upped her membership

Professional Development – Needs chair – H. is trying to pick up where Kim failed on the Covering Business/Economy seminar. He has made calls, but has just been able to leave messages for many people. He says it won’t take long to put together once he can get someone to say yes to him to do the

seminar. He is still looking for a space. H. is making sure people understand that this is not an interview, there will not be any tapings, and it's just to better understand the industry so when we report on it – we are knowledgeable about it. He is looking at September for the seminar. Jim says he sees his role as past president as also taking over ProDev after October.

Nominations/Elections – Jeff Bossert – Will Stevenson, Kim Boomer, Laura Gibbs, Dave Dahl, and Amanda Vinicky are up for election on the board, as well as the officers positions.

- Kim, Will Jennifer, Laura TP, Rich have all at least expressed an interest to run again. Melissa plans to run for president. Tom Rogers is encouraged to think about running for VP.

INBA Archives – H. Wayne Wilson – H. shows the board the container that has the minutes from 1968-present for INBA meetings. H. also has Tune-In from 1955 on (with a handful missing). He brings up that one recording secretary did not do a newsletter monthly so it's hard to know which ones we're missing. He says he'll need a couple more bins to keep items safe. He says he has 89 out of 109 programs from conventions. He is working to organize them. Melissa brought up possibly scanning a page of the minutes in and posting it on the new website. H. says he does the archival revival in the Tune-In. We could look at doing that – but with scans so no one damages the originals.

INBA Website – Jim Gee – Discussed under president's report. Melissa asks if Jim will let her know so she can put it up on the Facebook site. Jim says when the website change happens – the site could go dark for about a day. The board also asked about creating a twitter account.

Motion by will, Second by Michelle to approve committee reports, motion approved.

New Business –

Jim discussed creating a gift for Alan, who we'll ask to stay on through August; Tom moves we send Alan a token of our appreciation and a gift of \$100 to Amazon as a thank you for his work over the years on the INBA Website. Michelle seconded, and the motion carries.

By-Law changes – H. says the current by-laws state 2/3 of the board attending would have to approve any changes to then take them to the board. Jim presented the changes into three categories. The first one came from the membership committee. We are looking at creating a new membership category. Jennifer doesn't disagree with an out-of-state membership, but feels they should pay a little more than voting members. She says she worries that we'll forget out our core-group. Michelle says she thinks the key here is we're trying to keep people who were already in Illinois and possibly moving out of state. Tom discussed the online journalism whose coverage area might include Illinois. The board says those would be considered voting members since they cover Illinois. Melissa says one of the goals of the committee was to grab students who might leave the state for a year or two, then come back to Illinois and never really re-join INBA. Melissa says she knows we may not have a lot of people take advantage of this, but it's a recruiting/retaining tool. Rich brought up (through the email on the membership committee discussion) that it should be a NON-Voting membership. The intent on it are to maintain close ties to those who were in the group, and moved away, and could come back, or someone like

Steve Scott/Pau Davis/etc.. who remain involved in the group. Jim says it could also be a way to bring back some members with experienced wisdom into the organization. Jennifer says she feels like there are some members who say “ what about us”. She thinks some of the adult professionals who might raise an issue with the organization supporting students and out-of-state journalists, with professional development still getting off the ground. Tom asks Jennifer if it will cause hardship with the new category, she doesn't think it will, but says we also need to ask Rich as well. Tamara says she thinks making the out of state category a non-voting member makes it acceptable to her. Jim says he sees this as a way to help the organization to keep people involved and part of the organization.

2. Addition of online journalism to voting membership category

By-law presented – to change the voting member category to read: (insert by-law here) to take care of adding internet/electronic mobile device to the language. Jim points out this does not let the board off the hook to approve members. We would have to look at what they do for a living (are they a sales person who writes on the side). Tom suggests putting the word “job” in the language to elevate the issue. H. says the board put in the words “primary engaged” in the by-law to keep those focused on news as voting members in the organization. Tamara says the word internet causes concern with Andy Martin, who bills himself as an online journalist. Jennifer says this just puts the board on noticed to look more closely at these membership applications – to make sure the people who apply in this section are actual internet journalists. Jim plans to have Don Craven look at whatever we decide – to make sure we're legal. H. asks about how we're defining “news”. Board discusses “twitter” by example – and if someone could claim they are journalists just by tweeting information. H. reads the mission statement, as Jennifer questions Article 1 which reads “to promote radio and television as news media”. Tom says if we're planning on re-writing and voting on Article 1, could we go back and research before making a decision? The board discusses holding a special email meeting to discuss by-law changes. H. says the board would be advised to take our time, since the board is discussing changing what defines INBA. Jennifer proposes just spending an afternoon taking a close look at the by-laws specifically. Melissa agrees. Michelle brings up there are several different mind-sets in regards to our discussion. Students today have more online/video/audio journalism experience earlier than some of the adult members. Melissa says we need to find a way to define what we (INBA) want to represent. Michelle suggests we should wait until the fall to bring up this discussion to general membership - to include them in the discussion.

3. Changing the annual meeting and voting to spring.

Jim believes this has benefits including more participation in the group. Reads that it would fall near April 15. H. says he doesn't think it's a good idea. Especially since we're already discussing moving the scholarship auction to spring as well. He feels this is moving down a slope to just one conference a year. H. believes there are just more people at the spring convention, not more participation. He thinks just one convention is a bad idea, especially since our numbers have been steady or lower. Tom brings up in the last election, how many candidates were not in attendance. Jim says he look it as a potential benefit

who were at the convention where we elected members. H. says it also puts a strain on the convention committee who is also working on the full convention. Jennifer looked up voting members out of the past two conventions – In Champaign (Spring '09) we had 42 members, in Carbondale (Fall '08) we had 43. Springfield (Spring '08) 53, Rockford (Fall '07) 38, Galesburg (Spring '07) 45. Tom says if feels like the spring conventions are larger, but it comes from more students, plus more at the Saturday dinner for awards.

Tom moves to amend Article III section 1 paragraph A number 3/Article III Section 2 /Article XIII Section 2 to create the out of state member. Will seconds. Jim asks for discussion. None, board approves the motion. (see Jim for by-law text)

Updating/republishing pronouncing guide – the membership committee approached having materials of value with the benefits of INBA to news directors/exec. Producers/etc . The only thing is the cover needs to be re-printed before we give them out. H. is not sure of the cost. Tamara asks could we just add a sticker to place over, but H. expressed concern that it could look somewhat tacky. H. doesn't expect it to be much more than \$150. Jim asks how much does the membership committee might need in printing for all of their material, and asks is it a better idea to allocate a budget for the membership committee for supplies to create membership. Michelle makes a motion to allocate the committee \$300 in its efforts to increase membership. Tamara seconded. Jennifer pointed out another misspelling in the guide and expressed we would want to re-print the guide.

Michelle amends to up the motion to \$500, Tamara seconded. Discussion on if we need permission to reprint. Tom suggests contacting Mark Leonard to ask about altering and reprint the guide. Motion approved.

Motion to adjourn: Motion by Will Stevenson, second by Tom Rogers. Motion approved.

Adjourned: 4:17pm