

## President's Annual Report to the Members

June 21, 2014

### **Strategic Planning**

Each year the PRNDI board holds a retreat to plan the annual conference and set the organization's goals for the year ahead. Among the initiatives in the works (or already achieved) as a result of that meeting are:

- PRNDI will be conducting a full-day training session at the RTDNA/SPJ Excellence in Journalism Conference in Nashville, TN in September 2014. The session will focus on covering a breaking news story for air, digital and social media. This marks the first time that PRNDI will be holding a main session at a conference that's not its own.
- A la carte trainings. PRNDI is working to develop a series of training opportunities for public media newsrooms, including vocal coaching, reporter training and news management training.
- PRNDI successfully updated the Public Radio News Directors Guide (a goal set last year), and has since developed a brand new training and certification program for new and aspiring news managers. We decided to put the traditional reporter training on hold to launch this new effort in 2014.
- PRNDI has been consistent with holding monthly webinars. However, our training committee is moving towards holding webinars every other month and using that extra time to develop sessions with even stronger content and presenters.
- PRNDI is planning to provide training for its board of directors to strengthen the organization and its productivity. We are planning to organize this for the Fall of 2014.
- Develop an on-line and printed brochure in 2014 to market the organization and raise its profile (we're behind on this, based on last year's goals).
- Continue the "grow the membership" campaign. Our membership committee remains committed to doing outreach and taking other steps to expand our membership base. The above plan to develop a brochure is part of those efforts.
- Explore forming a 501c3. PRNDI is currently a 501c6, which limits our ability to apply for grants.
- Advocacy. The PRNDI Board remains committed to looking for opportunities to advocate on behalf of working journalists.
- Strengthen PRNDI committees. PRNDI will seek out members interested in supporting the organization to help committees successfully implement tasks.
- Share tips of the week from the PRNDG with membership through social media.

- The 2015 Conference will take place in Salt Lake City, Utah.

### **Membership**

Our membership stands at 111. We were at 110 last year at this time. That said PRNDI has four brand new members since last conference, organizations that have never been a part of our ranks.

### **Webinars**

PRNDI has continued to provide monthly webinars. We've been holding webinars once per month (sometimes more) on a wide range of topics of interest to news directors and their departments. We have also partnered with other organizations, including NPR, PRPD and the Women's Media Center for webinars.

Topics covered in webinars this year included:

- Establishing Community Engagement Metrics
- Gender in News Coverage
- Taking Your Story to the National Level
- Finding Online Sources You Can Trust
- Navigating the Roadmap for Indie Contributors and Stations
- Connecting with Diverse Communities
- The Science of Hydrofracking
- Grow Your Digital Footprint without Growing Your Budget
- The Art of Science Reporting
- Mobile Journalism
- Get Off the Bench (Sports Reporting)
- Preparing for the Next Public Health Crisis
- Fact Checking

Attendance at our webinars has fluctuated. Though our goal is 50 per webinar, we've often fallen short, averaging around 25. As stated earlier, PRNDI's Training Committee has discussed holding webinars on a bi-monthly basis and using the extra planning time to develop sessions with even stronger content and presenters. Your thoughts on our webinar schedule and future webinars are most welcome.

### **Partnerships**

PRNDI has partnered with AIR to develop resources designed to encourage and support public radio stations and independent producers interested in working more closely together. PRNDI has partnered with NPR and the Women's Media Center for webinars (as stated above). We also have partnered with NPR's Planet Money team to bring a unique pre-conference training session to the '14 conference. PRNDI is also partnering with NPR Digital Services for the new training we'll be rolling out at the RTDNA/SPJ Conference in Nashville. We also worked with the Maynard Institute for Journalism Education to provide a half-day training in New York City on covering diverse communities.

## **Educational Outreach**

PRNDI helped to lead a vocal coaching session for public radio journalists across Florida hosted at WMFE in Orlando. We were present to help lead a vocal coaching session at the Midwest Journalism Conference in Minneapolis, MN. And we also provided vocal coaching to the staff of WHYY's The Pulse in Philadelphia, as well as to students at Columbia University's Graduate School of Journalism. These sessions help to raise PRNDI's visibility and reputation as an organization that helps to strengthen the journalism industry.

## **Training**

In addition to our ongoing webinar series, PRNDI held a training on covering diverse communities (in conjunction with the Maynard Institute for Journalism Education) at WNYC in New York City. Roughly 20 reporters attended the session from various public media organizations. PRNDI has secured new trainers to help develop new lesson plans, the results of which are starting to rollout. As previously stated, PRNDI is launching a brand new training and certification program for new and aspiring news managers at this year's conference, and we are also planning a new training focused on covering breaking news on air, digital and social media. Again, the latter training will take place at the RTDNA/SPJ Excellence in Journalism Conference in Nashville in September. This training will also involve NPR Digital Services.

## **Representation**

PRNDI was represented at the PRPD conference this year to network and raise the organization's visibility. We were also at an AIR mingle in New York City. If you are aware of any events you think PRNDI should be present at, please let us know.

## **Advocacy**

PRNDI has been in regular communication with NPR as it develops its "Collaborative Coverage" project, and we plan to continue to present our ideas and suggestions as that process continues.

## **New Developments/Projects**

As previously stated, PRNDI is launching two brand new trainings this year – a training and certification program for new and aspiring news managers, as well as a training focused on covering breaking news for air, digital and social media. PRNDI also worked with AIR to develop a framework to guide freelancer/public radio station relationships. It's our hope that the guide will help stations make the case for and secure funding for local journalism projects. Once again, the PRNDG has also been successfully updated.

## **Conference**

Registration for the 2014 conference is at 122 (as of 6/12/14), up slightly from 118 last year.

We've seen an increase in sponsorships and exhibitors at this year's conference. We have secured a total of \$21,900 in sponsorships and exhibitor commitments to help offset costs, \$4750 more than last year.

### **Budget**

We continue to be in good shape. As mentioned above, the increase in sponsorships and exhibitors at this year's conference is helping to keep us on solid financial footing.

### **Areas With Slow Growth Based on Last Year's Goals**

PRNDI College Chapters. We fell short of our goal of two off the ground in 2013, but this effort remains on the radar of our membership committee.

Securing testimonials for the PRNDI website and creating an on-line and printed brochure. We set a goal last year of January 1<sup>st</sup>, 2014. As stated previously, we'd still like to make this happen.

Our goal of securing 10 new member stations in 2013 fell short (we had four), but as previously stated, our membership committee remains committed to growing the ranks.