

President's Annual Report to the Members

June 22, 2015

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 formed a committee to review our bylaws and come up with recommendations to make the organization more inclusive, and potentially grow membership. We're excited to present those recommendations to membership for a vote at the annual conference.
- A la carte trainings. PRNDI has developed a series of training opportunities for public media newsrooms, including vocal coaching, editor training and news management training. We're thrilled to launch this new opportunity at the annual conference.
- PRNDI has been consistent with holding webinars. We slowed down the frequency to allow more time to develop sessions with even stronger content and presenters. That strategy appears to have led to greater participation in our webinars.
- PRNDI has set up a "swap shop" on Facebook to provide members with an easy and comfortable way to collaborate, ask questions of each other and share successes.
- Google hangouts by station size. Board members that represent station size will each do one per year starting in the Fall of 2015.
- Reporter Fly-in (training) in the Fall of 2015.
- Look to develop a scholarship program to help stations afford training opportunities.
- Use diversity as the lens we look through for everything we do. At least one collaboration with another organization. We're excited to have UNITY at our annual conference to present a session on bringing overlooked voices into public radio.
- Continue the "grow the membership" campaign. Our membership committee remains committed to doing outreach and taking other steps to expand our membership base.
- Explore forming a 501c3. PRNDI is currently a 501c6, which limits our ability to apply for grants. (We're a bit behind on this, but it's still a goal).
- Advocacy. The PRNDI Board remains committed to looking for opportunities to advocate on behalf of working journalists. We've joined with other journalism organizations on a couple of efforts this year.

- Strengthen PRNDI committees. Actively seek volunteers to serve on committees. Each project should look to involve at least one non-board member to provide insight. The bylaws committee achieved this and should serve as a model.
- PRNDI has added two new categories to our annual awards competition – arts feature and sports feature.
- The 2015 Conference will take place in Saint Louis, MO.

Among the items not achieved that were on last year's list of goals:

- Develop an on-line and printed brochure in 2014 to market the organization and raise its profile.
- PRNDI is planning to provide training for its board of directors to strengthen the organization and its productivity.
- Share tips of the week from the PRNDG with membership through social media.

Membership

Our membership stands at 104. We were at 111 last year at this time.

Webinars

PRNDI has continued to provide regular webinars.

Topics covered in webinars this year included:

- Air, KUT & PRNDI Present: Take Your Newsroom Outside With the Next Localore
- What To Do With Interns
- Digital, Social and Mobile Lessons From a Year @metmuseum
- Sourcing a Diverse Community
- Have an Ethics Question? NPR's Mark Memmott Helps With Sticky Situations
- Writing Newscasts for the New NPR Clocks
- Best Practices for Election Coverage
- What To Do With the New NPR Clocks

- Rainbow Charts, Dashboard Fever and Other Wonders

Attendance at our webinars has fluctuated in the past. However, we've seen a nice uptick this year, with some sessions well surpassing our goal of 50. We made a conscious decision last year to hold webinars less frequently to devote more time to developing sessions with even stronger content and presenters. We think the increase in registrations is a direct result of that planning. Your thoughts on our webinar schedule and future webinars are most welcome.

Partnerships

PRNDI has partnered with the National Endowment for Financial Education, NEFE, to offer a new award and scholarship. We have also partnered with NPR on webinars. PRNDI has also connected with UNITY for a presentation at this year's annual conference.

Educational Outreach

PRNDI helped to lead vocal coaching sessions for public radio and other journalists across the country, including in upstate New York and Minneapolis, MN. We also provided vocal coaching to students at Columbia University's Graduate School of Journalism. And we have already been selected to present a vocal coaching session at the RTDNA/SPJ Excellence in Journalism Conference in Orlando, FL this September. These sessions help to raise PRNDI's visibility and reputation as an organization that helps to strengthen the journalism industry.

Training

PRNDI has rolled out brand new pre-conference trainings this year, including sessions on investigative reporting, talk shows, hosting and breaking news. We are also launching a series of "on demand" training opportunities at the annual conference. The a la carte service includes everything from news management and editing mentoring to vocal coaching. More information and pricing will soon be posted on the PRNDI website. We're also happy to report that our training and certification program for new and aspiring news managers is back for a second year and quickly sold out.

Representation

PRNDI was represented at the PRPD conference this year to network and raise the organization's visibility. Nineteen journalism organizations, including PRNDI, got together for a leadership summit at this year's Excellence in Journalism Conference in Nashville, TN. The session was led by the American Copy Editors Association and the Society of Professional Journalists. We talked about the challenges our organizations face and what we might be able to do collectively to advocate for journalists and advance quality journalism. If you are aware of any events you think PRNDI should be present at, please let us know.

Advocacy

PRNDI is in regular communication with NPR's "Collaborative Coverage Project" team on issues. We made our voice heard on the changes to the NPR clocks, as well as on the guidelines created for when there's news involving a station's licensee. PRNDI has also joined with other journalism organizations to defend press freedom in a couple of instances and to demand more transparency from the Obama administration.

New Developments/Projects

As previously stated, PRNDI is launching a new a la carte training service.

Conference

Registration for the 2015 conference is at 140 (as of 6/15/15), up slightly from 130 last year.

We've seen an increase in sponsorships and exhibitors at this year's conference. We have secured a total of \$32,100 in sponsorships and exhibitor commitments to help offset costs, \$10,200 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 very much helping to keep us on solid financial footing.