

10/16/21 NAHJ Board Meeting

12 p.m. Eastern

Present: Nora Lopez, Julio Cesar Chavez, Yvette Cabrera, Arelis Hernandez, Keldy Ortiz, Blanca Rios, Jennifer Marcial Ocasio, Jessica Retis, Mc Nelly Torres, David Cordero - 1, Melissa Macaya - 3, Johnny Cordoba 7

Not present: Jamie Stockwell, Elwyn Lopez, Ninette Sosa, Valerie Mia Juarez, Cristy Farjado, Jorge Flores

Guests: Yaneth Guillen, Leslie Anne Frank, Yunuen Bonaparte, B.A. Snyder

I. Call to Order

II. Roll Call

III. Minutes Approval

Blanca moved to approve the minutes of the last two meetings. Julio Cesar seconded the motion. The motion passed.

IV. President's Report (Nora Lopez)

A. Nora introduced two new members, Jorge Flores and David Cordero

B. Advocacy-

1. Nora says we've spoken out in support of journalists who have been attacked and targeted by government agents in several countries and states.
2. Yvette, Cristy and other board members helped push for the passing of California's press freedom bill. We are working to launch the people's first language campaign. That's an ongoing narrative and public education campaign to advocate for language that restores dignity and humanity.
3. Two years ago NAHJ started meeting with Joaquin Castro, to discuss the underrepresentation of Latinos in the media, including film, television, news and publishing sectors. We commend Castro and his team for the advancement of representation in the media.

C. Strategic Planning

1. Zita and the board have found a strategic planning firm, La Piana, which will help us shape the future plans for NAHJ.
2. Board will go into retreat after meeting to listen to the firm and start shaping the 5 year strategic plan
3. Goal is to provide a written document with measurable goals to measure our growth fiscally and operationally across the next boards

V. Executive Director's Report (Zita Arocha)

A. Summer conference will be at Caesar's Palace in Las Vegas

- B. Ñ Awards will be held Oct. 30 and hosted by Telemundo, winners already selected
- C. We have awarded \$116,000 this year in scholarships. They include eight scholarship programs. Also, a new benefactor is forming a new scholarship in honor of his journalist wife who has died, \$30k over 3 years. \$10k over three years for Afro-Latino students.
- D. We are providing Google training for our members, training specifically for Puerto Rico, also planning other training for other parts of the country during the grant period.
- E. A program committee has been formed
- F. Visual task force is being revived
- G. Palabra is In “good financial shape” with \$100k expected to come in from benefactors (Democracy Fund), publication agreements will be signed with two more news outlets, Toyota coming back as a sponsor with a “pretty large grant”
- H. Valeria is the permanent Managing Editor
- I. Border narrative project, funded by Ford Foundation, money for us to distribute to other organizations covering the border. It will have its own portal and feature border and immigration coverage. It includes 14 subgrantees
- J. Just received our 2020 audit report-
- K. Total cash reserves are more than \$700k
- L. Total assets at the end of 2019, or roughly \$1.4 million, and our total assets at the end of December of 2020, were \$1.8 million.
- M. Took PPP loan has been forgiven by federal government
- N. ED search continues- consulting firm identified 11 potential candidates, firm will submit 4-5 names to the board within the next week for future vetting and interviews.
- O. Hopefully interviews can happen in November
- P. Hopefully we have a new ED by the end of the year
- Q. We have met with the Knight Foundation to assure them we are working and headed in the right direction, keeping our founders informed
- R. Ford still has several commitments for additional unrestricted grant funding, \$140k for 2021 and again in 2022
- S. We will generate a 2021 conference financial report by November
- T. Working with staff, with high schoolers, to have them be part of NAHJ. Working to create a new category, via bylaws committee, will suggest creating a new category for HS students
- U. New chapters-would like to give \$250 seed fund to get chapters kickstarted, starting with Puerto Rico’s new chapter

VI. Financial Report (Keldy Ortiz)

- A. Advertising has done very well, mostly job posts, budgeted for \$75k but have \$114k so far
- B. Donations are a bit down.
- C. Memberships-\$78k budget, exceeded with \$100k
- D. We have doubled our income past our conservative budget done at the start of the year
- E. Grants-\$350k budget, \$200k received so far, expects incoming grants Zita mentions will fill in the difference

- F. Keldy moves to approve the audit, Yvette seconds Yvette asks: audit includes PPP as a liability, will that stay that way given it's forgiven now? Keldy answers the version of the audit we are approving marks PPP as resolved Mc Nelly asks-PPP loan has it been completely forgiven? Zita and Keldy clarify we have received the official government letter clearing us of the loan
- G. All voted yes: Nora, Julio, Yvette, Keldy, Blanca, Jennifer, Jessica, Mc Nelly, David, Melissa, Johnny
- H. Nora-audit will be made public on website once it is updated with PPP info
- I. Nora says she is in talks with Experian to secure a six figure donation
- J. Zita says board insurance had lapsed. We now have a policy in place which covers us for the two years when it was lapsed.
- K. Looking to purchase liability insurance for Palabra

VII. Regional Director Reports

A. Region 1 (David Cordero Mercado)

- 1. First goal was getting a professional chapter, which is ready to be approved. Will work to immediately transition the large student membership into regular members as they graduate. First meeting would be in Dec 2021

B. Region 3 (Melissa Macaya)

- 1. Two active professional chapters in DC and Philly, most recent students in Virginia Tech, three active student chapters
- 2. 420 active members
- 3. 191 members in DC chapter
- 4. Meeting with Senator Van Hollan?
- 5. Working to do journalism job fair in the spring
- 6. Philly has their newly-elected board in place, 50 members It's their second year as a chapter
- 7. Holding a workshop with students to teach them to interview and write for TV
- 8. September game night and mixer
- 9. Student chapters
- 10. American University and Maryland chapters, working to give the chapters continuity
- 11. VTech will sue new school year to do tabling events to recruit students

C. Region 7 (Johnny Cordoba)

- 1. There's an upcoming meeting with Cronkite on Oct. 30th to discuss the restart of in-person meetings.

VIII. Old Business

- A. Nora announced set committees members can join including: the Bylaws Committee which is headed by Arelis and Julio. The Rapid Response Team which is headed by Mc Nelly. Ninette Sosa and Johnny Cordoba agreed to head the Hall of Fame committee. Conference committee is led by Mc Nelly and Keldy. The Election Committee is headed by Nora and the Strategic Planning Committee is chaired by Yvette.

- B. Mc Nelly Torres leads the Investigative Task Force. They are holding a resume building and cover letter writing workshop on Oct. 23. They're discussing increasing the pipeline to investigative reporting. Starting a coalition with other organizations of color to meet with heads of newsrooms to hold them accountable.
- C. Jessica Retis, Academic Officer reports student bodies are becoming more Latino every year. Their campaigning for Hispanic serving institutions and starting the pipeline in high schools to attract high school teachers and community college instructors.
- D. Jorge Flores is the student representative. Nora-invites people to join his student committee
- E. Arelis Hernandez reports the Bylaws committee will be resurrected. The committee will propose the six previous amendments from the 2020 election and consider three more possible amendments which will be shaped with the strategic plan meeting. It will design a policy handbook that will outline procedures for the organization .
- F. Yvette Cabrera reports a strategic plan should be in place around January or February.
- G. Julio reports a national agency will be absorbing one of their local affiliates and this will affect a lot of Latinos. Couldn't provide more details. The staff there is aware of it.

IX. New Business

- A. David discusses and moves to approve the new Puerto Rico chapter. Mc Nelly and Jenni, the boricuas, second the motion. Everyone voted yes. The motion passed unanimously.

X. Adjournment

- A. President Lopez adjourned at 1:50 p.m. Eastern.