

## **05/07/2022 NAHJ Board Meeting**

**12p Eastern**

**Present:** Nora Lopez, Julio Cesar Chavez, Yvette Cabrera, Arelis Hernandez, Keldy Ortiz Blanca Rios, Jennifer Marcial Ocasio, Jessica Retis, Mc Nelly Torres,, Melissa Macaya,, Cristy Fajardo, Ninette Sosa, David Cordero, Johnny Cordoba, Jorge Flores

**Guests:** David Peña, Leslie Anne Frank, Yunuen Bonaparte, Yaneth Guillen, BA Snyder

**Not present:** Elwyn Lopez, Valerie Mia Juarez, Jamie Stockwell

### **Approval of Minutes**

Blanca moves to approve both the minutes of the January 2022 meeting and the 2/12/22 emergency meeting. Jessica Retis moves to approve the minutes. Julio Cesar seconds. Motion passes

### **President's Report (Nora López)**

- Nora started off by welcoming new NAHJ Executive Director David Peña.
- Membership still holding strong at 4,100 with a steady growth.
- NAHJ continues to offer panel discussions, trainings and workshops throughout the year and not just at the convention.
- This board will meet for the first time in person in August at the convention. It will also be Nora's last meeting.
- May 13, 2022 is the deadline for NAHJ hall of fame nominations. The national elections.
- Election nomination deadline is July 2nd. Each candidate must receive 25 nomination signatures. Up for election are all executive board positions, General at Large, Spanish at Large and Academic Officer
- Nora congratulated Yvette Cabrera who was recently honored in Los Angeles.
- Nora noted how NAHJ remembered journalists who have lost their lives on World Press Freedom Day.
- NAHJ joined efforts with a coalition of other journalists groups in support LA Times reporter Alene Tchekmedyan.
- NAHJ joined 50 other organizations urging Pulitzer to require transparency in its diversity.
  
- NAHJ condemned the new CNN+ for it's lack of Latinos on their launch. Talks have now that the platform has shut down. NAHJ is Offering resources for any members impacted by the layoffs.
- NAHJ denounced Discovery leadership for not including a single latino.

-Nora announced that journalist Manuel Duran Ortega was granted asylum. NAHJ and a coalition of groups offered Manuel help in a process that began in 2018 when he was arrested in Memphis during a protest.

### **Strategic Planning Update**

-Nora turned it over to Yvette Cabrera to discuss our five-year strategic plan.

-Yvette Cabrera reports the committee met about a year ago and began organizing at the board member retreat in October. Following a membership survey and meetings with stakeholders, the committee has initiated its first draft. The draft was shared yesterday with the entire board for feedback. A special meeting will be held at the end of May to vote on the strategic plan. It will be released prior to the conference for membership input and unveiled at the membership meeting in Las Vegas.

### **Board approval to update governance resolutions & Policy Update**

-Corporate Resolution formally authorizing David Peña as Exec Director to act on behalf of NAHJ

- Yvette motioned. Keldy seconded. It passed unanimously.

-Corporate Resolution formally designating Wells Fargo as the official NAHJ Bank. Keldy motioned to approve. Blanca seconded. Motioned passed unanimously

-Corporate Resolution formally designating Greenwalt CPA's as official annual audit firm Keldy motioned to approve. Yvette seconded. Motion passed unanimously.

- Corporate Resolution formally designating UBS as NAHJ's official investment firm Keldy motioned to approve. Mc Nelly seconded. It passed unanimously.

-NAHJ Updated Board Investment Policy Keldy motioned. Blanca seconds. Motion passed unanimously.

-Donation, Gift and Grant Acceptance Policy was tabled at the request of our E.D. so that we can work on it a little bit more before presenting to the board.

### **National Financial Officer Report**

-Financial Status Report

Keldy in terms of income a lot is still pending since a lot of income comes from the conference. Membership dues. We are ahead but the bulk of new members come right before the conference as well as in the fall.

Still need to see where revenue comes in from the convention

Expenses - most expenses are still the same.

-National Audit Update

Our internal should be done by the end of May

## **Executive Director's Report (David Peña, Jr.) -Organizational Update**

Some documents and resolutions have not been updated since 2005. For the sake of transparency, they have to be updated in order to bring the organization forward. In the future, David said he will share a full account of all the actions and details

Since signing on, David has already been in discussion with partnerships

David and B.A. have had more than two dozen conversations with sponsors which don't only include the convention

David is overiewing NAHJ's offerings to make sure they compliment the strategic plan. Expanding it to mental health, journalist safety and privacy, career enhancement.

### **-National Program Update**

Collegiate Levels- Offering 6 new workshops in the next 9 months in career development. In the winter we will have 2 regional student summits on the east and west coast.

On mid career - Looking to utilize technology to vet our mid career members for upper level management positions.

Executive management level - Discussions on why they are no longer members. They want us to be the convener so that executives can meet other executives with a third party facility.

### **-National Grant Update**

Talking with McCormick foundation, Toyota foundation

#### **Scholarship Update**

NAHJ has so far granted 32 scholarships worth \$119K. That's \$5 thousand more than last year. There will be a slight drop in scholarships so we're looking into more opportunities. The reason is because of the end of the facebook scholarship. They will not be renewing any of the scholarship programs for the minority organizations. Facebook offered \$250K over 5 years.

Board of Directors fund a scholarship for our student leader

In discussion, David discussed creating a donation policy so that all members are on the same page about accepting money from certain organizations and companies.

## **palabra. Update**

-Under his role as E.D., David Pena is the new NAHJ publisher of Palabra which he says has been an amazing successful digital opportunity for NAHJ.

-Since 2019 palabra has published 200 original articles and hired more than 100 people.

-Managing editor Valeria Fernandez is back from maternity leave.

-Finalizing application with Toyota which has additional funding for the third component of Palabra which is podcast.

## **Memberships**

-4,100 members.

-Two organizational interns will come on board with the goal of clearing up membership. Though we know the number of members. This would give more clarity on who our members are. Some members may be getting an email to complete their profiles.

### **2022 Convention Update**

-David Pena said so far NAHJ has 190 registrants for the convention. That's in line with previous years. 59 companies are committed and NAHJ has received 7 proposals. David is also doing a site visit to Miami next week for next year's convention in July.

-Mc Nelly said we are selecting sessions and trainings. Reaching out to folks within the next few weeks to let them know whether a session was accepted or not. Mc Nelly wanted to thank the staff for their diligent work around the convention. -Keldy said the full schedule and plenaries will be released within the next month.

-July 1st is the pre-registration deadline.

Task Force(s) Reports

### **Investigative Task Force**

-Mc Nelly reports a webinar event on documents and data coming up next weekend. The task force is in talks to have another webinar on proper attire and how to dress for the convention and the job.

-Yvette reiterates that you don't have to be an investigative reporter to join the task force. We want this to be a place to address some of the obstacles the task force is trying to fix. If you've had issues in your newsroom in becoming an investigative journalist, we'd like to hear from you.

### **Afro-Latino Task Force (Keldy)**

-Ada Vigo Scholarship was awarded to Maya Brown, who will be attending NYU.

-An plenary will focus on Afro Latinos journalists at the upcoming conference.

### **Regional Director Reports**

#### **David Cordero Mercado Region 1**

Puerto Rico Chapter's first formal event was held to discuss the use of social media in journalism. On social media. 87 participants that include journalists, academics and students. Local board \$2K in sponsorships.

Special membership to participants in order to increase memberships.

Now working on next activities including a full-day workshop. IN communication with the leaders of the student chapters. Preparing for a change of leadership due to graduation.

### **Region 3 Director - Melissa Macaya**

D.C. Chapter hosting both virtual and in-person events. In March there was a roundtable with Senator Padilla of California ahead of the midterms. In the summer they will have their yearly Noche de Periodista fundraiser for scholarships and to send members to the convention. Philly Chapter - fairly new chapter that kicked off during the pandemic. Launched their new website in March. Melissa says they are doing a great job of using social media and their website to inform journalists. They also held a March event on discrimination issues journalists of color are having in their newsrooms.

### **Region 5 -Ninette Sosa**

Ninette is working with Leslie-Anne to establish chapters at Loyola University and University of Arkansas.

### **Region 6 - Valerie Mia Juarez**

Nora read her report. At the end of April NAHJ Chicago hosted a Primavera Scholarship event. Raised nearly \$5k.

Greater Cleveland and Wisconsin chapter celebrated their one-year anniversary. Cleveland has been working to create a footprint in the community.

Valerie also wanted to make sure to bring up the topic of retention, Journalists leaving our industry left and right. Burnout is playing a big role. Wants to put it on our radar. Nora notes that we are worried and want to do more to help Latinos remain in the business and continue to climb up the ladder.

### **Region 7-Johnny Cordoba**

Gave his time to Jessica Retis. Johnny also reiterated Valerie's concern and says being an MMJ contributes to the problem and burnout.

### **Student at Large - Jorge Flores**

Jessica presented on behalf of Jorge. Throughout the last 3 months Jorge has led a series of workshops and regular cafecitos. He is also continuing to encourage student leaders to participate in academic awards and scholarships.

### **Academic Officer (Jessica Retis)**

The Academic has created a newsletter to send information about the organization's activities and achievements.

Director of Academic Members - Her academic task force is working on reviewing data and will release numbers soon. The plan is to launch a new directory every year so it can continue to be updated.

Mapping of Latinos in J school - Students were hired to collect data this semester. The data will be cleaned and analyzed soon. The goal is to highlight the gap of Latinos in journalism schools.

### **Adjournment**

Nora Adjourns 220p eastern