

## **National Association of Hispanic Journalists**

### **Board of Directors Meeting**

**Saturday, November 5, 2022**

9:00 a.m. PST to 12:00 p.m PST

12:00 p.m. EST to 3:00 p.m. EST

**Present:** Yvette Cabrera, Arelis Hernandez, Julio Cesar Chavez, Mc Nelly Torres, Marilyn Garateix, Blanca Rios, Adriana Chavira, Luis Joel Méndez González, David Cordero Mercado,, Ninette Sosa, Valerie Mia Juarez, Johnny Cordoba, Brenda Elizondo, Cristy Fajardo

**Not present:** Jamie Stockwell, Melissa Macaya, Elwyn Lopez

**Guests:** BA Snyder, Nora Lopez, Leslie-Anne Frank, Yunuen Bonaparte, Yaneth Guillen

#### **I. Open Public Session**

- A. Yvette Cabrera, NAHJ National President started the meeting at 9:04 a.m. PT., and gives welcome
  1. Cabrera commended members celebrating professional milestones, Brenda Elizondo and Mc Nelly Torres received awards.
  2. Cabrera highlighted work to bring training to journalists in the Dominican Republic, executive Director secured funding from Google News Initiative for future training throughout the Americas. Future training to happen in Mexico.
  3. Cabrera thanks NBC Universal for support in training on both coasts for journalism students.
  4. NAHJ issued several media advisories during Hurricane season asking news organizations to provide for the physical and emotional health of journalists covering those disasters, including in the Caribbean.

#### **II. Approval of Minutes**

- A. Blanca Rios, NAHJ National Secretary, moved to approve the minutes from the Sept. 10 meeting. Julio Cesar seconded. The motion passed and the minutes were approved.
- B. Rios moved to approve minutes from the email vote tally. Mc Nelly seconded. The motion passed and the minutes of the vote tally were approved.

#### **III. Association Update, Yaneth Guillen, membership director**

- A. **NAHJ Membership** – Yaneth Guillen prepared a presentation – on NAHJ Membership. Yaneth provided information about membership numbers: 3,344 total members. 811 students.
- B. NAHJ has 25 chapters
  1. Yaneth also provided information about training provided to members in Mexico and Santo Domingo (Dominican Republic). She said the training on cyber security was a success and well received. She provided information about upcoming training and encouraged board members to help promote training and share with your network.
  2. Board members asked questions about the training: whether they are recorded or not and Yaneth described that NAHJ website has a library of webinars.

#### **C. Next-Gen initiatives Update, Leslie-Anne Frank, director of NextGen initiatives**

1. for NAHJ, said many aspects of her job bring her joy like announcing scholarships. She's looking forward to more in-person work with board members as well. She talked about several issues with several initiatives:
  2. Scholarships have dropped during the past few years. The organization decided to shift gears on several scholarships and why they dropped in funding.
  3. 2023 Regional Emerging Journalists Student Summits funded by the NBC Academy. Some of the subject areas the training will cover include disinformation, new tools and reporting on vulnerable communities. The training will also hold a job fair.
  4. This year NAHJ typically holds internships, training (9 webinar training sponsored by TEGNA, managing stress, resumes, time management and other training) and student projects. TEGNA has held webinars for students as well.
    - a) Internships will be announced along with scholarships next month.
    - b) Marilyn asks about the utility of tracking where students complete internships in order to hold them accountable on diversity and equity goals. Answer: Frank says it would be a great resource.
  5. For the student project interested in raising funds for the student project and adding applications to mentors and an advisory committee was created as well.
  6. NAHJ has 24 student chapters (DC, MD, VA and OK) and new chapters in Puerto Rico and California.
    - a) This summer we will hold a pre-conference preparedness bootcamp and on-site a convention student orientation. (Most of us leave the conference exhausted but for students it is also exhausting as well, Frank said.)
- D. **Ñ Awards:** Leslie-Anne Frank talked about the awards and the positive feedback they got from the judges about the submissions.
1. Mc Nelly asked a question about how judges are chosen. Answer: The Awards committee (Ninette & Johnny) reaches out to potential judges, including past winners, for each medium. The committee has considered an application process but no final decision has been made.
- E. **Communications, BA Snyder**
1. Snyder runs through a presentation looking at NAHJ communications, its various programs highlighting the growth and messaging and using social media to promote and build community online.
    - a) Hashtag examples: #MoreLatinosinNews, shows growth potential and fostering community, celebrities and lawmakers are leveraging the message and brand that brings these people closer to the NAHJ. All this presents an opportunity for NAHJ.
      - (1) Snyder talks about the Oct. 30 Ñ Awards and the platform opportunity to celebrate and elevate visibility of community. 7,000 views on the program on YouTube shows great promise enabled by high production quality that shows what NAHJ is capable of.
    - b) Snyder presents a graphic of social media growth of NAHJ digital media following. 2023 will bring an audit of how NAHJ communicates with members.
    - c) Snyder is planning board retreat training with the goal of giving NAHJ a consistent voice with one disciplined message.
  2. 2023 Convention at the Intercontinental Hotel in Miami and the registration will likely sell-out fast. The 2018 stand-alone conference was a huge success for us and I hope to continue that record.

- a) Formulating curriculum and programming, reminiscent of 2018 and incorporating lessons learned from previous years. Miami is such a dynamic, global hub so the focus is to make NAHJ more visible.
3. Question from Cristy Fajardo about feelings regarding permanence of NAHJ presence on Twitter. Snyder answers that there should be a constant reassessment and evaluations of the cost-benefits of presence on any social media platform. It's an ongoing conversation and evaluation conducted in consultation with the Executive Director and president.
4. Question from David Cordero Mercado about Spanish-language and generation of bilingual content. Would like to see more effort in that regard. Snyder explains competing engagement goals and the added analysis of the technical and time challenges of producing nuanced bilingual content.
5. Cabrera brings up point about rising disinformation and is working with the executive director to identify grants for funding a project addressing the massive problem in Latino and Spanish-speaking communities.

#### **IV. Budget Update – Marilyn Garateix**

- A. Grants – focused on multi-year grants
- B. Transparency – Preparing to present a budget in as much detail and explanation, breaking down line items and scholarships for the December retreat. Garateix said the board has to set priorities and figure out how to sustain the organization's finances in worst-case scenarios or some other eventuality. Budget items now include administrative costs attached to more explicitly explain what is required for every project or program.
  1. Garateix wants to create a budget for the board and regional leadership, asking members to submit expenses for things they'd like to do.
  2. Garateix will next look at investments for evaluation
- C. Cabrera outlines a timeline for budget approval to take place at a special meeting in December attached to the board retreat. Garateix adds we are heading into the 40th anniversary and want to have money to do a lot of things and make sure individual projects are self-sustaining.
- D. Question from Luis Joel about palabra. And its financial sustainability. Garateix has software for budgeting stories and is working with Valeria Fernandez to have it run without the fear of diminishing funds.

#### **V. Task Force to Review Membership Categories**

- A. Cabrera defines confusion around what our bylaws define and doesn't define as eligible employment for membership in the NAHJ. That nebulous framework leaves too much room for error so we are asking members to work for 3 months to review this one particular issue.
  1. Torres recommends IRE Director Fuentes and Mendez Gonzalez suggest lifetime members.
  2. Chavez suggested voting to give Hernandez the authority to pull this committee together.
  3. Cordero and Mendez Gonzalez asking questions about timing and
- B. Julio-Cesar motioned for the creation of a task force & David Cordero. Unanimous vote; motion approved.

#### **VI. Filling board vacancies**

- A. Cabrera recommended two candidates for Region 1 and Spanish-language representative for approval. Dunia Elvir and Tamara Mino as an alternate.
- B. Mendez Gonzalez motions for approval and Chavez second. Majority votes and one no vote from David Cordero Mercado.

#### **VII. Regional updates**

- A. Region 1 – David Cordero Mercado reviews challenges... The professional chapter faced many challenges after the hurricane. Most of the island was without electricity for a long time.

Professionals impacted by the hurricane and students as well. David has talked to the student chapters and also the professional to see who is interested in participating in the convention in Miami next year and also attend and if there's any need for funding to help them get there. Yvette said in the past NAHJ has provided support for people who needed financial aid. David also added that the training in Santo Domingo was outstanding and they were able to talk about how journalists can protect themselves and the same with Mexico. We are looking at these issues including the violence against journalists and murders to address the issue.

- B. Region 2 – Jamie sent notes (Yvette to provide the notes Jamie sent from chapters including New England chapter)
- C. Region 3 – Melissa Macaya (Not present)
- D. Region 4 – Elwyn Lopez (No update from Lopez. She's not present.)
- E. Region 5 – Ninette Sosa said she's working to address the issue of losing the pro-chapters in Houston. She's working with journalists in Austin to find a solution. New university chapter in Arkansas. She's trying to make sure the chapter doesn't fold after two years so that the students continue after others graduate. Oklahoma is dormant at the moment and she has a Louisiana chapter pending.
- F. Region 6 – Valerie Mia Juarez: she said she wanted to note how proud she is with all the Latinx journalists in her region. Wisconsin started a new chapter. The number of Latinos is small but growing. With the election coming up and the Latino voting power. We had a gubernatorial debate and there was only one Latino asking the tough questions on immigration and DACA. In September, the Chicago chapter had an event. On Nov. 15, the Chicago chapter will have an event. The chapter leaders will hold some events to celebrate with Latinx who have won Emmys and other awards. They also presented their first scholarship (\$1,000). Early on a mixer took place at Cleveland. A year ago, they started that chapter. Valerie talked about how she didn't grow up in the midwest and now that she has been working here, she's seen so much growth in these communities and she's in awe about that. She wants to make a better effort to reach out Latinx in North Dakota and she noted Maria Hinojosa has done some work there.
- G. Region 7 – Johnny Cordoba: He said that Arizona has a mind of its own like Florida. ASU has a new president and he's trying to reach out to her and her advisor at Cronkite to solidify their relationship with them now that they have someone new at the helm. Also regional director for AAJA and trying to coordinate some events in the area and also for NABJ after the elections. At some point before the end of the year we will try to get together. Also, some chats with NBC to address diversity and inclusion. He's been asked to try to work with them for recruitment. He talked about (Alma), which is a separate entity that he is trying to build some relationship with. He reached out to them but has not had any luck. Yvette said that a former board member Dianna Nanez might be able to help him with Alma.
- H. Region 8 – Cristy Fajardo (Alaska, California) She was proud that the candidates for Spanish at-large came from her region. She talked about awards from folks from the Berkeley chapter. Another chapter is exploring a salary survey. San Diego newsletter is very good and they did a scholarship fundraiser. And they will hold an in-person event at posada. Concerns: MMJs from small markets said their stations have been asked to shoot and edit. They have contacted her about safety and how to say no. She would like to provide them with something for best practices. Pay parity has been a problem for the Spanish language side, and a great deal of disparities. She's hearing that across the board. Yvette said she would like Dunia to tackle this after she takes onto her new role.

#### VIII. **New Business**

- A. Garateix motioned to go into executive session to talk about a contract at 2:42 p.m. Julio Cesar seconded. Mc Nelly made a motion to end executive session, Julio Cesar seconded that. The session ended at 3:15 p.m. The board reconvened to the public session at 3:20 p.m.

B. Yvette said the board will not take any vote. Yvette announced the next regular meeting will be on January 14, 2023 and the board will hold a budget session.

IX. **Adjournment**

A. Cabrera ended the meeting at 3:21 p.m.