

**National Association of Hispanic Journalists  
Board of Directors Meeting  
Virtual Meeting Via Zoom  
Saturday, March 23, 2024  
12:30 p.m. PST/2:30 Central/3:30 p.m. EST**

**Present:** Yvette Cabrera , Arelis Hernandez , Julio Cesar Chavez, Blanca Rios , Jaime Cardenas , Adriana Chavira , Dunia Elvir, David Cordero Mercado , Melissa Macaya , Samantha Rivera , Nancy Preyor-Johnson , Diana Gutierrez , Johnny Cordoba

**Not present:** Luis Joel Méndez González ,Cristy Fajardo

**Guests:** Ivan Briones, Yaneth Guillen Laura Garcia

**I. Call to Order**

President Yvette Cabrera called the meeting to order at 12:32 p.m. PT.

**II. Roll Call**

Secretary Blanca Rios conducted a roll call.

**III. Welcome**

- A. Yvette welcomed everyone and made note of the difficult and brutal time the journalism industry is going through.
- B. Yvette highlighted NAHJ's advocacy work which can sometimes happen behind the scenes. She thanked the Rapid Response Team for making all that work possible. This past quarter NAHJ spoke on layoffs at LA times, Univision and other outlets, the violation of press rights by the city of Los Angeles, safety and freedom to report on the Israeli-Palestinian conflict as well as writing fairly and accurately about immigration.

- C. Yvette also recognized the group of leaders spearheading NAHJ's 40 anniversary conference planning. That group is led by former NAHJ president Dino Chiecchi

#### **IV. Approval of Minutes**

- A. Secretary Blanca Rios moved to approve the minutes for the Feb. 10, 2024 board meeting
- B. Vice President of Print Arelis Hernandez seconded the motion.
- C. Vice President of Online Jaime Cardenas, Academic Officer Adriana Chavira and Region 7 and Director Johnny Cordoba abstained.
- D. The motion passed by voice vote

#### **V. Organizational Update**

##### **A. Executive Director Yaneth Guillen-Diaz gave an organizational update.**

- 1. Yaneth reported a total of 3600 NAHJ members to date
- 2. Hall of Fame nominations will open on April 8
- 3. NAHJ received a \$15,000 Dow Jones foundation grant to create training for students.
- 4. We have an NAHJ Competency Handbook. The goal is to distribute hard copies at the conference.
- 5. The NAHJ newsletter has 900 new subscribers and has a 40 percent open rate, the industry average is 32% so that's 8%
- 6. Palabra, as of this date, has 20 stories. 9 are bilingual. Palabra also welcomed its first intern from Ohio State University. She will be helping with social media.
- 7. Executive Director's full report [HERE](#)

##### **B. 40th Anniversary Conference Update by Executive Director Yaneth Guillen**

- 1. Yaneth announced we are at 56% of the \$250,000 goal and on target to achieve it by the end of the summer. We are now using a new donation collection platform that enables easier and smoother transactions. It's been made available to all the chapters.
- 2. So far, 208 members have registered for the conference with Early Bird registration extended to March 31.
- 3. Robert Hernandez and David Cordero and the track leaders working on curriculum and programming for the conference. There will be 10 tracks that focus on many topics including AI, elections, health and safety, climate crisis, task forces.

4. Ñ Awards returning to the national conference. Application process has opened.
5. The University of Florida gave us a \$5,000 prize for a small and large newsroom investigative award.
6. Loews, the conference hotel is 90% sold out. Yaneth says we are working on security overflow hotels.
7. Conference Chair David Cordero Mercado announced the lineup of track leaders. He and his co-chair Robert Hernandez are working to confirm panelists and moderators

**VI. Elections update**

- A. Elections committee chair and secretary Blanca Rios says this year's elections include all executive officers as well as general at large, academic officer and spanish at large, and our student member. That's a total of 10 positions.
- B. The 2024 Elections Committee met on March 13. Isabella DiGiglio is working on an elections landing page for the website. It will include a timeline and frequently asked questions. It will go live on April 9th.
- C. May 9th is our official call out.
- D. The committee is looking for more members Right now it's just Region 7 Director Johnny Cordoba and Blanca.

**VII. 40th Anniversary Conference Planning**

- A. Guest Laura Garcia of the Ruben Salazar Silent Auction working group gave an update on fundraising.
- B. Laura announced a completely online silent auction will open up the week of the conference.
- C. Laura announced that they are in dire need of items. For example, timeshares, signed posters, sports memorabilia.
- D. Ivan Briones said he can work with Laura to ask members for help.

**VIII. Public Question & Comments**

- A. None were made

**IX. Executive session**

- A. Arelis moved to retreat into executive session for discussion of contract matters.
- B. Nancy seconded the motion. It passed via a voice at 1:37 p.m. PT

C. Board left the executive session at 1:55p.m.

**X. New business**

- A. Vice President of Broadcast Julio Cesar announced he's recruiting radio and podcast reporters to build up a (group.) The (group) is coming up with general training and proposals for the 2025 conference.
- B. Arelis shared that the Visual Task Force is working to auction off a photo of Taylor Swift kissing Travis Kelce at the Super Bowl. They're raising money to get task force members to the convention. Their Instagram handle is @vftnahj
- C. Johnny Cordoba announced that he and Jaime are looking for more board members to join them on the Hall of Fame committee. Applications are soon to open.
- D. Yvette announced that we have not filled the position of Region 2 Director. Anyone interested can send letters of interest and resumes from March 26 to March 29th.
- E. Next board meeting date: May 4, 2024 board meeting at 12:30 p.m. PST/2:30 p.m. Central/3:30 p.m. EST via Zoom

**XI. Adjournment**

- A. Meeting was adjourned at 2:07 p.m. PT