

**National Association of Hispanic Journalists
Board of Directors Meeting
Virtual Meeting Via Zoom
March 15, 2025
9amPST / 12EST**

PRESENT

Dunia Elvir, Jaime Cardenas, Jackie Padilla, Pedro PJ Cabrera, Kiara Alfonsecas, Melissa Macaya, Samantha Rivera, Johnny Cordoba, Jose Cancela, Genesis Samayoa-Hidalgo, Nicole Roesler.

NOT PRESENT

Julio Cesar Chavez, Nancy Martinez Preyor-Johnson, David Cordero Mercado, Ninette Sosa, Diana Gutierrez, Cristy Fajardo

GUESTS

Yaneth Guillen, Yvette Cabrera, Jess Elizarraras, Juan Diasgranados

CALL TO ORDER PRESIDENT DUNIA ELVIR

Meeting starts at 9:03am PST

ROLL CALL

-Secretary Jackie Padilla conducted roll call

Welcome

President Dunia Elvir welcomed everyone to the meeting and reminded the board that 2025 is a year “of staying strong, staying focused and continuing with our journalism.”

I. Approval of Minutes -

II.

III. Jackie Padilla made Secretary Jackie Padilla made a motion to approve the minutes from the December 14, 2024 board meeting. Jose Cancela seconded the motion. No additional comments or discussions were given. The motion passed and minutes were approved unanimously with no abstains.

IV. Status of Organization - Executive Director Yaneth Guillen-Diaz

Yaneth offered a reminder about the deadline for early bird registration for the 2025 conference is approaching on March 31. She thanked the staff who has been working to put together 'robust' programming.

"We have close to a hundred sessions. That is more than last year we have a little over 15 sessions in Spanish. Many of the sessions this year will feature hands-on training topics include immigration coverage, climate coverage, AI, emerging technology, freelancing health and safety," Yaneth said.

She said it was also a good time to remind our members to update their resumes before the conference for efficient representation with recruiters.

She reiterated her appreciation for the staff and thanked Robert Hernandez, Natalie Hernandez and Alex Perez, as well as the NAHJ task forces for their efforts.

Yaneth said another highlight at the 2025 conference will be hosting the Military Veteran Journalist Association, this is the first time this org will be joining NAHJ's conference.

In regards to fundraising, Yaneth said we have just over 650,000 secured sponsorships and exhibitors, which is lower than the previous year, but efforts continue to secure additional support. She recognized the importance of fundraising and support as many journalists are experiencing hardship in the industry.

She mentioned that there are resources for NAHJ members to remain with the organization during any hardship through our free memberships available. The forms to request hardship assistance is on the NAHJ website.

There was an exciting update for the Ñ Awards, which will include two new categories: podcasts and educational journalism. The deadline to nominate candidates is April 11.

For the Hall of Fame Awards, Yaneth reminded the board that it is an opportunity to recognize distinguished Latinos who have demonstrated a strong commitment to journalism. The deadline for nominations is also April 11.

In regards to student projects at the conference this year, students who will be participating have been selected and their first training will be mid-April. We have a total of 8 mentors that have also been secured. We are continuing to look for sponsors to support the student project program.

Yaneth said April will focus heavily on events including professional development trainings. May will focus on mental health awareness.

The first student NAHJ summit will be on April 26 in Chicago. Another summit will be in the fall in New York City. More details on these are also on our website.

“Another item that I would like to highlight that we created this year, the board approved in the last budget, a small amount of money, for students that comes in a way of a grant,” Yaneth said. “The board approved 2 grants right now, but the students, the student chapters are asked to submit a proposal, and they can tell us how they're going to use the money, and we give them up to \$500.”

Yaneth acknowledged the ‘turbulent times’ journalists are working in and reminded the board that NAHJ developed guidelines for reporting on immigration raids. She also recognized Jim Acosta, who recently left his position at CNN, for his contributions to journalism.

“We are monitoring and working to make sure that NAHJ is a watchdog, and we're here to support our members,” Yaneth said.

Yaneth reminded the board that Palabra’s managing editor resigned from her position and promoted the new open position. Applications for this opportunity will be accepted through the end of March. In the interim, Patricia Guadalupe will serve as managing editor until a formal candidate selection process is conducted.

Yaneth said there are new efforts to amplify how NAHJ sells ads. Ads will follow guidelines determined by the respective advisory board. We also received about \$20,000 from the Google News Initiative, \$15,000 of which will support a significant revamp of the website.

The Adelante Academy will be in New York with 7 participants. This program starts next week at Columbia University.

Yvette Cabrera added that the advisory board members are a mix of board members and regular members. She said that many severed the previous year and having so many members return “speaks to what a rewarding experience it's been for them to be part of the process.”

V. Financial Officer Approval - Dunia Elvir

Dunia said the executive board is recommending Carlos Rodriguez to serve as NAHJ's Financial Officer. He currently works at Bloomberg overseeing editorial coverage of Latin America. Before heading into votes, Dunia asked Carlos if he had any words to share.

"I'm looking forward to contributing any way that you find useful, and to offer whatever capacity that I can to solidify the financial profile of the organization and help with that role," Carlos Rodriguez said.

Jaime Cardenas made a motion to vote for Carlos Rodriguez to join the board.

Jose Cancela seconded.

Jackie Padilla conducted a roll call vote for Carlos to fill the position. There was a unanimous 'yes' vote.

VI. Region 5 Director Approval - Dunia Elvir

Dunia welcomed Jess Elizarraras to the meeting and said she would be an excellent person to serve as director for Region 5. She currently serves as executive producer at mysanantonio.com.

Jaime made a motion to approve her as Region 5 director.

Johnny Cordoba seconded.

Jackie Padilla conducted a roll call vote, in which there was a unanimous 'yes' vote.

VII. Student Representative Update - Nicole Roesler Iniguez

A. Student New Chapter - University of Illinois Urbana

Dunia recognized Nicole Roesler Iniguez who currently serves as NAHJ's student representative. Nicole spoke about her excitement in the position and highlighted efforts for the Spotlight Series. "You can think of it like an asynchronous broadcast. So we were wrapping in students from Columbia University of Arkansas, the University of Texas, at Arlington, Cal. State, Fullerton, and many, many more," Nicole said. Dunia offered her

kudos for the new endeavor and said this project is a great way to showcase student works.

Dunia said another exciting update is the creation of an NAHJ chapter at the University of Illinois.

Jose Cancela made a motion to approve this chapter.

Johnny Cordoba seconded the motion.

The motion passed unanimously.

VIII. Public Questions & Comments

IX. New business:

Hall of Fame & Ñ Award - Jaime Cardenas

Auction Items for Conference - Dunia Elvir

Jaime encouraged everyone to share the application and nomination information for the awards. Dunia emphasized the importance of every board member contributing to this year's silent auction, asking each to secure 2 or 3 items.

Dunia also encouraged everyone to talk with any potential lifetime members, and reminded the board that there are payment options.

There were not any formal public comments or discussions.

X. Next board meeting date: June 14, 2025 at 9 a.m. PST

XI. Adjournment

The meeting was adjourned at 9:56am PST