

**National Association of Hispanic Journalists
Board of Directors Meeting
Virtual Meeting Via Zoom
Saturday, June 6, 2026
12:00 PM ET - 11:00AM CT - 9:00AM PST**

Minutes taken by Julio-César Chávez acting as secretary

Call to Order:

- Dunia Elvir Calls the meeting to order at 12:10 Eastern Time

Roll Call:

- Present: Dunia Elvir, Carlos Rodriguez, Julio-Cesar Chavez, Nancy Preyor-Johnson, Jaime Cardenas, P.J. Cabrera, Genesis Samayoa, Harvey Cabassa, Kim Haas, Karina Cuevas, Jessica Elizarraras, Blanca Rios, Cristy Fajardo
- Not Present: Jackie Padilla, José Cancela, Samantha Rivera, Robert Niño, Nicole Roesler
- Guests: Yaneth Guillen

Welcome:

- Dunia welcomes everyone to the meeting and thanks Jackie Padilla with a special mention. Jackie helped secure a co-host for the Excelencia Awards happening in November.
- Dunia thanks all regional directors for their work

Approval of Minutes:

- Julio Chavez, acting as secretary, presents the minutes for the March 7, 2026 meeting for approval
- Julio Chavez makes motion
- Jessica Elizarraras seconds the motion
- Voice vote, all in favor
- No abstentions, no nays
- Motion passes unanimously

Conference Update:

- Presented by Yaneth Guillen, executive director
- She acknowledge advocacy and visibility efforts, especially since we started Holding the Mic, a series of conversations led by our regional directors which has opened up new interest from friends on NAHJ
- Karina, Cristy, Blanca, have hosted talks so far, and the initiative has helped position NAHJ as a leading voice, placing our members in the spotlight
- New partnerships include: Latino Coalition, Intersect Public Affairs, Student Press Law Center, National Association of Hispanic Publications, Poderistas
- NAHJ has an initiative to support our members with wellness and resilience resources
- NAHJ's national cultural competency training program is progressing, which allows us to focus on the mission while creating a new revenue stream for NAHJ

- The training program is not a fundraising tool. It is an opportunity to put our members to serve as trainers for outside groups. This is being led by Patricia Guadalupe
- Yaneth would like to invite us to help promote and present initiative in our newsrooms
- We successfully announced Tamoá Calzadilla as new managing editor of palabra
- CONFERENCE UPDATES:
- Focusing on keynote outreach and main stage programming
- Hall of fame, Ñ awards, student project are all set. Finalizing last minute details
- Fundraising: we have 40 sponsors, we are sending list of all sponsors in newsletter
- \$1 million in sponsor revenue, about 70 percent of the goal
- 46 exhibitors confirmed
- Registration: doing very well, especially considering that NAHJ members tend to register at the last minute
- End of regular registration fee is coming up on June 15
- Board needs to register if they haven't already and talk to Melanie if any travel questions
- Sponsorship opportunities still to come
- Saints and Pelicans are main sponsors for opening ceremony
- Carlos asks how much room we have with expenses if we don't make it to 100%
- Yaneth has been actively reducing expenses. Eliminating some non mandatory audiovisual
- Have been working with Chris to only use the rooms we need because all rooms require AV
- Have already reduced some expenses, like printing
- Yaneth is controlling the expenses
- Jaime is speaking, but signal is a bit broken
- Asks if all sessions are actually using the projector
- Yaneth says they asked all pitches to detail their needs
- Yaneth praises Robert as program manager
- We have a system in place that helps us control these expenses
- Nancy asks if the hotels limit who we can get AV from, same way they limit food and beverage
- Yaneth says hotels have preferred vendors, but we already negotiated a three year contract which is saving us money
- Yaneth is confident we have reached a really good deal
- We are in control she says
- We were able to significantly reduced from what was originally budgeted
- No final numbers yet
- Will have a good estimated expense for AV in the next couple of weeks
- Harvey asks if we have registration numbers
- Yaneth, as of right now we have 751 people registered
- Very similar to last year
- Last year we had almost 1800 people attending the conference
- Yaneth still hesitant to say how many attendees we will have because of industry changes
- Data is telling Yaneth to not worry because it is basically the same as last year
- Unfortunately our members always register at the last minute
- We are preparing to welcome around 1500 members
- TikTok is a sponsor for this year's conference
- PJ: do we have a number of how many on site registrations
- 150-200 she says
- PJ: When we do a conference overview, did Yaneth break down registration demographics?
- Pj would like to see that so we can focus on the low demos
- Yaneth: 40% were first time registrants
- We are creating some sessions for emerging journalists

- Jaime: if we see a slowness after price increase, do we consider lowering prices because of layoffs and similar circumstances
- Dunia: we have a hardship program
- Yaneth: we still have hardship funds available
- One member applied for hardship money, got a job, and then gave the hardship money asking that it be used for someone else
- Yaneth was really touched
- Cristy keeps hearing from people asking what NAHJ is doing to help laid off journalists, this would be a good thing to highlight what we are doing
- Dunia: last year we had people come in under hardship and gives them opportunity to go
- TikTok are paying for a session executive meeting with TikTok leaders
- Hall of fame is in the works, everything moving forward
- There will be sponsor receptions Thursday and Friday night
- Student project getting two receptions, Monday and Tuesday
- Ford and knight foundation sponsoring reception
- We are making progress on planning Excelencia awards in November
- Jackie helped secure the Excelencia cochair
- Based in Nashville, known for country music
- Committed to support NAHJ
- Decided to establish a scholarship for entertainment and media journalists
- We are trying to secure a second person
- Membership: we have about 3500 active members, more than 4K including grace period
- Next quarter: first deliver impactful conference
- Second: expand participation in cultural competency program
- Holding the mic
- Working with Diana on Excelencia
- Including two upcoming summits, Puerto Rico and california
- Build partnerships and programs that help our members
- Gilbert and Yaneth are taking a deep look at leadership academy
- Thank you to everyone
- Jaime thinks the fireside chat with Maribel is fantastic
- Yaneth says bring tennis shoes
- We are already planning for 2027
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Financial Update:

- Presented by Carlos Rodriguez, Financial Officer
- we have 1.6MM in total
- Allocated some scholarship fund
- This year has been very volatile for the markets but funds performing as expected
- Close to 2.5 percent, we take less risk than stocks
- Portfolio was almost flat at one point because stocks went down
- 78 thousand in cash
- Homework for board: what should be our floor for scholarships offered through our funds, for next meeting
- we can come up with guidelines and goals

NAHJ Fundraising Tracker:

- Jaime signal still choppy
- He has reached out to a couple of people who wanted help setting up the tracker
- Expects the next six weeks to be the big weeks for this tracker and fundraising
- Goal is 40k as a board
- Will send another email tomorrow
- Diana set up a givebutter account
- Thank you to everyone who has given already
- Nancy asks if that is what PJ shared on LinkedIn, Jaime says yes
- Yes
- Jaime says, if someone asks how they can help we should encourage them to become lifetime members
- Blanca: tried to go to givebutter, then had to go to NAHJ, it was circuitous. Was not letting her do it, asks if there is anything she was missing to become a team member
- Blanca was trying to become a team member, wonders if that was the right thing to do, was not allowing her to join

Public Questions and Comments:

- None

New Business:

- Need a Holding the Mic event for August and September
- We are doing Puerto Rico in October
- Genesis is working on producing videos for hall of fame and N awards, help her if you want to help her hugeness's working with Isabella and editor
- Regions have colors selected for beads
- Staff will keep NAHJ blue
- Yaneth asks for clarification
- Second line starts in conference after we are done with opening event on stage
- Band goes in front
- Behind them are the hosts, NOLA chapter
- Julio asks what the colors actually are
- Dunia says we are buying umbrellas
- Tuesday during welcoming kickoff event, we can decorate our umbrellas
- Will send email to board
- Dunia dropped from call
- Yaneth continues: chapter leaders will be following regional directors
- We ask leaders to wear the colors, not buying stuff for all members
- Nancy's church uses handkerchiefs, suggests we have something silk or satin
- Dunia comes back
- After we all use umbrellas we have a handkerchief, white. Entire membership
- You can have umbrella
- Dunia will send pictures
- Do not stress, the intention is to have fun
- Document she will send will have everything
- Board members can be with region instead of at the head of the org
- We have two trams and two Indian dancers
- Parade itself is only 0.2 miles

- NOLAPD will define precise route
- Will be in the French quarter, PD requires a detail
- House of Blues will be on the route
- This will be the opening

Next Board Meeting:

- July 25th, 2026 at 10:00AM
- In-person at New Orleans conference

Adjournment:

- Meeting Adjourned at 1:09 pm ET by Dunia Elvir