

Asian American Journalists Association
SUMMER 2008 ADVISORY BOARD MEETING
July 26, 2008
Hyatt Regency, Chicago

DRAFT MEETING MINUTES

SATURDAY, JULY 26, 2008

PRESENT:

Officers: Jeanne Mariani-Belding, national president; Jam Sardar, national vice president for broadcast; Janet Cho, national vice president for print; Cynthia Wang, national treasurer; Doris Truong, national secretary.

Board members: Abe Kwok, Arizona; Tomoko Hosaka, Asia; Richard Lui, Atlanta; Ameet Sachdev, Chicago; Paul Cheung, Florida; Stanley Lee, Hawaii; Caroline Paras, Los Angeles; Leezel Tanglao, Los Angeles; Frank Witsil, Michigan; Nancy Ngo, Minnesota; Tara Arden-Smith, New England; Anthony Ramirez, New York (proxy for Bob Der); Cheryl Tan, New York; Ellen Sung, North Carolina; Denise Nakano, Philadelphia; Bobby Calvin, Sacramento; Don Chareunsky, San Diego; Matt Dunn, San Francisco/Bay Area; Ryan Kim, San Francisco/Bay Area (proxy for Ellen Lee); Sharon Chan, Seattle; Athima Chansanchai, Seattle; Suzanne Marta, Texas; Sherri Ly, Washington, D.C.; Lu'isa Mataele, at large.

Staff: Rene Astudillo, executive director; Janice Lee, deputy executive director; Antonio Salas, membership and chapter development manager; Albert Lee, professional programs coordinator; Nao Vang, student programs coordinator; Eddie Foronda, Web editor; Glenn Sugihara, accountant

Guests: George Kiriya (VP-broadcast elect), Stanton Tang, Sharon Prill, Victor Panichkul, Dinah Eng, Neal Justin, Mark Angeles, Angie Lau, Maya Blackmun, Marie Mortera, Gil Asakawa, Erin Yoshimura

ABSENT:

Board members: Bob Der, New York (Ramirez was proxy); Ellen Lee, San Francisco/Bay Area (Kim was proxy); Jason Lim, Portland (no proxy)

1. Call to Order (Mariani-Belding)

Meeting was called to order at 8:11 a.m. Central time.

2. Roll Call (Truong)

Roll call was conducted. Quorum was met.

3. President's Report (Mariani-Belding)

- o [See document XXX, submitted by Mariani-Belding.]
- o Letter sent to Sam Zell. Follow-up planned.
- o Update on the executive director search (Prill, Tang, Panichkul)
 - Contracted with Compass Point to gather information primarily from AAJA staff about core competencies and needs for a new ED.

Feedback to be delivered and used to reframe the job description that was drafted by the Governing Board. Will compose ad with a September time frame in mind for the first group of candidates.

- Ad will go out after Labor Day. Compass Point is confident that the timeline will allow for overlap with Astudillo's departure.
- Panichkul says that the Board should clearly explain that Compass Point is the consultant and that the board sets the timeline.
- Panichkul suggests having candidates contact the national office.
- The money paid to Compass Point comes from a grant.
- J. Lee says the biggest concern is the lack of Plan B at this point because nonprofit management is different from that of many other organizations. What if we don't get enough qualified applicants?
- Tang suggests compiling a list of unfilled ED positions in the Bay Area to give us a better idea of what competing openings exist.
- Because of relocation considerations, California is likely to be the focus for search. Mariani-Belding suggests looking at fund developers, advertising in the Economist, for instance.

4. **Treasurer's Report (Wang)**

- [See document "AAJA Treasurer's Report Summer 2008," submitted by Wang.]
- Budgeting is on pace, but we need to project to the end of the year.

5. **Executive Director's Report (Astudillo, Lee)**

- See document "Executive Director's Report: Activity Report from February 16 to July 8, 2008," submitted by Astudillo and J. Lee]
- Fundraising update
 - Cox Foundation received a grant proposal.
 - MGM-Mirage pledged \$2,5000 at its reception this year.
 - Joe Grimm, outgoing recruitment director at the Detroit Free Press, gave money at J Camp reception that will be matched by Gannett. And Grimm suggests that others donate in his name, too.
 - Media fundraising has been mostly for UNITY, instead of including a separate amount for individual groups on top of that.
- Registration monies from UNITY go to the organizations directly. The paid number for AAJA was 777 as of Friday, which will affect our 2008 bottom line. For comparison, the total number of 2004 paid registrants was more than 7,000.
- General proceeds will be divided among associations, but the Obama forum being on Sunday will incur unplanned costs (rental for convention center, buses, AV and labor).
- A minimum donation of \$10 was sought for tack pins.
- Annie E. Casey Foundation agreed to fund the publication of a J Camp alumni study and brochure.

6. **Convention Updates**

- **A. UNITY Report (Astudillo)**
 - [See document XXX, submitted by Astudillo.]

- B. **2009 Boston Convention (Smith)**
 - New York Times Co. will be giving \$25,000.
 - Considering a variety of options for funding, including nonmedia (tracks on sports, health/medicine). Might consider modeling off of Prudential lunch from UNITY.
 - Job fair constrictions (Mariani-Belding says it'll be dependent on exhibitors). Smith says the job fair is expected to be significantly smaller.
 - Co-chairs have spoken with media sponsors during the UNITY job fair; Smith focused on nonmedia companies.
 - Would like to provide access to a room for midcareer folks to speak freely with recruiters.
 - Ly questions whether the convention can have a combination of recruitment and training. She suggests having day-long workshops rescheduled to help people maximize limited time on site.
 - Marta says the perception of sponsorship for workshops/sessions is still a possible problem if for-profits are tapped as funders.
 - Chan said experimental partner programming is a good idea, particularly for hands-on multimedia training (maybe at a nearby college).
 - Mariani-Belding would like to have the discussion case by case and specifically instead of talking hypothetically about a nonmedia funder.
 - Several people point out that panels at UNITY (McDonald's, diabetes panel) were informative, not shilling. And they were part of a "lunch and learn" strategy in program materials.
 - Committees
 - Programming*: Michigan, Florida, Asia
 - Silent Auction*: New York, Arizona, Philadelphia, Chicago
 - Gala*: Texas, Minnesota
 - Luncheon*: North Carolina
 - National Scholarships: Seattle, D.C.
 - Special Awards: Los Angeles, San Diego
 - National Awards: Sacramento
 - Media Access Workshop*: Atlanta, San Francisco
 - *: New England involved as host chapter
 - Not associated with a specific committee: Portland, Hawaii
 - ACTION ITEM: J. Lee will call for representatives from each chapter immediately after UNITY.
- C. **2010 Los Angeles Convention (Paras)**
 - Have tentatively approved Japanese National American Museum in Little Tokyo for the opening kickoff in 2009.
 - Waiting to hear from staff about moving forward with the opening ceremony. Primarily considering Graumann Theater or Paramount Studios.
 - Paras and Tanglao have attended multiple community events to network with other groups.
 - Astudillo suggests that fundraising be coordinated between the 2009 and '10 host chapters with a goal of multi-year funding.

7. Other Business

A. Dues-increase proposal (Sardar)

- Proposed Platinum membership at \$750 a year is not as cost-prohibitive as \$1,000. Also, with \$750 as the starting point, we have room to raise the amount later. The tax-deductible portion is minus the registration and the base registration price. Will need to delineate full/associate levels.
- Several people mention that their chapter members think general dues should be increased to \$75 instead of \$65.
- Corporate dues are \$1,500. People think keeping that as-is would be best.
- At-large students' feedback was not in support of the increase.
- Marketing the membership levels will need to be addressed.
- A review of dues every five years might not be often enough. We should consider reviewing dues earlier, as necessary.
- Operating costs are increasing, and we should make sure members are aware that is among the reasons for a dues change. It's recommended that chapter presidents pass along the message on a local level.

B. Las Vegas Petition to Become a Chapter (Mortera)

- UNLV is opening a new college of broadcasting. Two other schools have an ethnic makeup similar to the city's.
- Focusing on recruiting. Chareunsky says he would transfer his affiliation from San Diego to Vegas if the chapter were confirmed.
- The casino-hotels are excited about the possibility of hosting a convention and have supported NABJ.
- Reno also has a significant broadcasting core, so the petition could be extended to be a statewide one. Dunn points out that the Sacramento chapter is two hours away from Reno.
- Ethnic media have shown some interest.
- Board members raise concerns about a small chapter being able to sustain with such a small starting core.
- Sung says that lessons from North Carolina's pre-certification include the importance of the ability to sustain local programming and having a good local treasurer.

C. Colorado Petition to Become a Chapter (Asakawa, Yoshimura, et al.)

- KUSA-TV has signed on to support.
- Denver is a destination market. Tremendous funding sources. Philanthropically savvy market. Neighboring Wyoming and Kansas, and can tap people in their first jobs.
- Wang questions previous petition effort led by Jinah Kim. Petitioners say the momentum is different with a strong core.
- Significant nonmedia possible funders already support NABJ (Coors, Gill Foundation).
- Questions about whether "Denver" might be a more appropriate name for a chapter. Marta says a statewide chapter has the expectation that events are throughout the state.

D. J Camp Update (Justin, Angeles, Lau)

- Loyola University was this year's site. Students arrived Friday before convention, left Wednesday. Forty-two participants from across the country.
- Downsides this year: Site was expensive (though it was among the better facilities for J Camp because of dorm proximity to classrooms).

- The program is generating buzz after eight years. Directors have been meeting possible funders, even in academia.
- Seventy-eight percent of J Camp graduates who responded to a survey funded by Annie E. Casey are studying journalism, communications, humanities, English lit or writing in college.
- Tracking graduates is time-consuming, particularly because the students are in flux.
- Clea Benson is ready to lead the program as Justin steps down. Justin suggests that whoever works with Benson have experience working in J Camp. Lau and Chris Macias are possibilities.
- Paras says Los Angeles tracks local students because they sponsor them. Mariani-Belding suggests that each chapter ask students from its region to write something for local Web site and to join at the student level.
- Marta suggests having a booth at the job fair to raise the profile among members and other exhibitors.
- E. ELP Update (Eng)
- Has conferred with Kiriya about money from the National Association of Broadcasters for a broadcast fellowship in response to a concern raised during the General Membership Meeting.
- Advanced session went well with a case study on one day (a typical business-case scenario involving newsroom politics). Coaching sessions were well-received.
- Met with Atlanta chapter about an introductory session in 2010. Lui and chapter President Vito Wong, among others, met with Dinah and Lloyd LaCuesta. Preliminary feelers are out with Cox corporate, which is interested in sponsoring. Will be approaching CNN concurrently. Depending on sponsorship interest, might have CNN host in New York in 2011.
- 2009 is likely to be in D.C., with major funding by Gannett.
- Thinking two years ahead for funding and to catch budgeting cycles.
- 10th-anniversary summit in Aspen will be used as a model for a 2009 summit during the convention under the ELP brand to look at diversity during a time of industry transition (open to the wider audience of conventiongoers). Would include panels of nonmedia people that would appeal to media execs.
- Mariani-Belding said UNITY had a similar program.

F. MediaWatch (Blackmun)

- Would like the latitude to respond to items that come before MW.
- Possibility of updating the AAJA stylebook PDF and making it more interactive.
- Need to make sure every chapter has a representative who will be engaged in MW issues.

8. Announcements

- Marta says the Web call on BlogTalkRadio organized by the Asia chapter received good feedback. Hosaka says the call works best when the topic is specific and less esoteric.
- AAJA-LA Trivia Bowl will be Oct. 17 at KABC-TV studios in Glendale, Calif.
- Salas will be touching base with chapters having local elections.

9. Adjournment

Sardar motioned to adjourn; Smith seconded. Meeting adjourned.



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Board members: Sharon Chan, Seattle; Don Chareunsky, San Diego; Matt Dunn, San Francisco; Abe Kwok, Arizona; Ameet Sachdev, Chicago; Cheryl Tan, New York.

Staff: Rene Astudillo, executive director; Janice Lee, deputy executive director; Antonio Salas, membership and chapter development manager; Glenn Sugihara, accountant; Karen Sugihara, bookkeeper

Guests: George Kiriayama (VP-Broadcast elect), Erin Chan, Anne Marie Cruz, Frank Witsil

ABSENT: None.

1. **Call to Order** (Mariani-Belding)

Meeting called to order at 12:22 p.m. Central time.

2. **Roll Call** (Truong)

Roll call conducted. Quorum was met.

3. **Approval of Previous Minutes** (Mariani-Belding)

Sardar moved to approve the 2008 Spring Advisory and Governing Board Minutes as reported, including an amendment detailing e-mail votes on credit card authorization and endorsement of the News Literacy Project (formerly Project Appleseed). Dunn seconded. Motion passes.

4. **Old Business**

A. **Dues-Increase Proposal** (Sardar)

Chan moved to amend the Platinum membership to differentiate between full and associate levels. Sardar seconded. Motion passes.

Sardar says he does not think this the time to raise dues. Chan emphasizes the cost increases and says it's possible to give a reduced rate to people who are laid off.

Salas raises the point that the opt-in option of automatic dues renewal might need further study. He says research can probably be done before the 2009 membership dues collection begins.

Truong moved to excise the opt-in portion of the proposal. Chan seconded. Sardar and Dunn opposed the motion. Motion passes.

Chan moved to approve the proposal as amended. Wang seconded. Sardar and Dunn opposed the motion. Motion passes.

B. Las Vegas Petition to Become a Chapter

Sardar moved to approve the petition for the one-year pre-certification period. Chan seconded. Truong opposed. Motion passes.

5. New Business

A. Colorado Petition to Become a Chapter

Truong moved to approve the petition for the one-year pre-certification period. Sardar seconded. Motion passes.

B. 2011 Convention Bids

New York Chapter (Tan, Cruz)

- -- Manhattan is the proposed site.
- -- The hotel rate is a concern.
- -- The presentation points out that transportation is easy up and down the Atlantic corridor, possibly fueling attendance.

Michigan chapter (Witsil, Chan, et al.)

- -- Detroit is the proposed site. Occupancy is highest during May-October. Representative from the convention and visitors bureau says that based on availability, AAJA is likely to get a good rate.
- -- Automaker support is highly likely. One of the possible sites is affiliated with GM. Conventionsgoers would have opportunity to report on the auto industry, which has undergone similar changes to the journalism industry.
- -- CVB would provide a list of possible funders.
- -- Detroit is an international gateway with proximity to Canada. Could tap CBC as a possible sponsor.

C. Organizational Finances

[See documents submitted by G. Sugihara]

6. Announcements

A. Fall Governing Board Meeting Date: Nov. 14-15 in San Francisco

B. Bill Woo's "Letters From the Editor": Some money from sales of the book comes back to AAJA.

7. Adjournment

Sardar motioned to adjourn. Wang seconded. Motion passes.