

Asian American Journalists Association
SPRING 2010 ADVISORY BOARD MEETING
Feb. 26-27, 2010
AAJA Headquarters, San Francisco
FINAL MEETING MINUTES
FRIDAY, Feb. 26, 2010

PRESENT:

Officers: Sharon Chan, national president; Janet Cho, national vice president for print; George Kiriya, national vice president for broadcast; Candace Heckman, national treasurer; Doris Truong, national secretary.

Board members: Abe Kwok, Arizona; Tomoko Hosaka, Asia; Kim Bui, Atlanta; Lorene Yue, Chicago; Paul Cheung, Florida; Wes Nakama, Hawaii; Leezel Tanglao, Los Angeles; Frank Witsil, Michigan; Nancy Ngo, Minnesota; Annalisa Burgos, New York; Vicky Eckenrode, North Carolina; Steve Bien-Aime, Philadelphia; Peter Wong, Portland; Bobby Caina Calvin, Sacramento; Jenny Hamel, San Diego; Ellen Lee, San Francisco/Bay Area; Patti Tom, San Francisco/Bay Area; Athima Chansanchai, Seattle; Thomas Huang, Texas; Sherri Ly, Washington, D.C.; Don Chareunsky, at large.

Staff: Kathy Chow, executive director; Antonio Salas, membership and chapter development manager; Albert Lee, professional programs coordinator; Annabelle Udo, events and fundraising coordinator; Nao Vang, student programs coordinator; Glenn Sugihara, accountant.

Guests: Sabrina Qutb, Hands On Bay Area.

ABSENT:

Board members: Tara Arden-Smith, New England (no proxy); Cheryl Tan, New York (no proxy).

1. Call to Order (Chan)

Meeting called to convene at 9:06 a.m. Pacific time.

2. Roll Call (Truong)

Roll call was conducted. Quorum was met.

3. Committee of the Whole

- Board training (Chansanchai)

- “You are the conscience of your organization” and should act in the best interests of the organization.
- Fund development training (Qutb)
 - Chow: We’ll be doing webinars to help chapters train in fundraising -- especially searching out funds that would apply locally rather than nationally.
 - Under-promise, over-deliver. And be on the same page as everyone else about what the organization is capable of doing.
 - Board takeaways
 - Increased relationship building with funders (making sure they feel welcome)
 - Delegating to people in the chapter who are comfortable fundraising
 - Hosaka and Cheung to press AP for more support
 - Possibly adding advertising to BlogTalkRadio sessions
 - Reminding members at events to open their wallets beyond the price of admission
 - Reconnect with sponsors from former conventions, especially those that are local
 - Setting a reachable goal for chapter leaders to fundraise individually
 - Look at models for successful chapter fundraisers and build on that
 - Get notes during a leadership handoff (find out how to best connect to former funders) to help with transition and build sponsorship basis
 - Figuring out emotional touchstones to help fundraise specifically for Voices. Qutb suggests reaching out to alumni of the program.
 - Fundraise with an eye toward how you’ll use the money.
 - Fundraising helps you reconnect with the importance of what you’re doing and what other people think about it.
 - Look to Chow for coaching before the ask: “I’m your Number 1 resource.” She can help you prepare for a possible funder’s questions.
- Cho: Introduces a self-financed \$20 microloan to each board member as seed money to start a fundraiser locally with the proceeds for National. The challenge is to return to the convention with more than \$20.

4. **President’s Report** (Chan)

- [See document “National President Report, Nov. 8, 2009 to Feb. 20, 2010,” submitted by Chan.]
- Diversity isn’t a problem or a challenge -- it’s the answer to journalism’s future.
- Top priority for the year is fundraising.
- ABC: “Always Be Closing”
 - Memberships (with additional Platinum sign-ups, we are already ahead of projection on membership revenue)
 - Convention registration (especially important to ensure that we meet the room block to avoid contract penalties with the host hotel)

- Power of One (recruit others and donate personally)
- Sponsorships (can no longer rely on National to do the heavy lifting; Chow can help you develop the pitch)
- Working on assembling Development Committee; would like some members who are not in AAJA to help build revenue-generating programs
- Board provides the checks-and-balances, so we need to be versed in the finances.
- Accountability on fundraising goals, especially as far as national conventions and the host cities.
- Committees, chairs in parentheses
 - Finance (Heckman), with Investment Subcommittee
 - Strategic Plan (Kwok)
 - Programming (Cheung)
 - Policy and Issues (Truong)
 - Membership (Chansanchai)

ACTION ITEM: Chow requests that committee chairs report back so National can build a master calendar of when reports are regularly due.

5. Treasurer's Report (Heckman, Sugihara)

- [See document "AAJA Treasurer's Report, Spring 2010," submitted by Heckman.]
- Governing Board had moved the deadline earlier (to Feb. 5) for financials to avoid as many delays in reporting.
 - Sugihara says about 75% of chapters met deadline.
 - Michigan and North Carolina were late but have since filed.
- Draft of new fundraising policy, which would affect chapters, too
 - Instead of being exclusionary, as the current policy is, the wording is designed to specify what we will accept and to what end
 - Huang: If we are open to nonmedia companies sponsoring panels, we need full transparency about how the panels were chosen and who the sponsor is
 - Chow: The language needs to clearly state that the topic must be agreed upon in conjunction with the national office. Future funding needs to involve leveraging partnerships (e.g., journalism schools), much of which is government-related.
 - A. Lee requests clarification on whether U.S. or foreign governments can exhibit at the convention expo. Heckman says yes, the draft language allows that.
 - Tom: Why do we need to notify National about requests of more than \$5,000? Heckman says to prevent overlapping requests and to encourage communication between chapters and National. Chan says it's about fostering a joint ask -- Chow clarifies that it would allow for other avenues of sponsorship.
 - Huang: Should the language say that government entities' money would be directed to non-educational programs? With the option of allowing the GBoard to

- decide exceptions (NPR, etc.).
- Yue: It would be helpful to spell out what we're prohibited from taking as a 501(c)(3).
- Chow: If a political candidate buys advertising from other groups, they often include a disclaimer that they don't endorse the candidate.
- Chansanchai: What's the perception? Doesn't the money for social events go back into the organization?
- Cheung: Maybe we need to set up a separate set of standards for what is "social" and what is for community benefit (e.g., Media Access).
- Chow: If it's a company or a foundation, you have to produce a return on investment. With individuals, all you do is provide a tax letter. We could add language about diversity being a driver in whether we accept a funding source.
- Sugihara explains AAJA budget departments and general accounting terminology.
- Chow presents a financial review outlining the following: income analysis, program and administration expenses, prior and future liabilities.

6. National Office Report (Staff)

- [See document "NATIONAL OFFICE REPORT: For the period from November 1, 2009 to present" submitted Feb. 23, 2010, by National Office Staff]
- Recognition for the work of Tanglao and AAJA-L.A. Co-President Jinah Kim to secure local sponsorships ahead of the 2010 convention.
- Be sure to check for matching gifts when making donations.
- AAJA online store to open in the spring. Chow has been evaluating all the vendors and would prefer to use those that give back to the community. Chose Social Imprints as the vendor for the store items. Can also get half of proceeds from referrals. Expects \$10,000 revenue in the first year from the online store.
- Hired Maya Blackmun at a greatly reduced rate to help with grant proposals on a three-month contract basis.
- Membership (Salas)
 - Has been providing chapters with weekly or biweekly reports.
 - Could use help from Advisory Board with membership and upgrades. He urges each director to recruit a corporate member (\$1,500 annually) and/or personal upgrades to Platinum membership.
- Professional Programs (A. Lee)
 - Knight-Poynter fellowships: Early applications stand a better chance of tuition assistance.
 - Need assistance finding awards coordinators at companies to drum up entries for professional contests.
 - Need volunteers for critiques at convention. Cheung suggests asking recruiters to help.
 - Any leads for the expo? Selling points: It gives exposure to companies that

might want a journalist audience. For authors showcase, there's a possibility of a portion of sales going back to AAJA. Some directors suggest a matchmaking area for freelancers and possible employers. Chow says an AAJA booth will give members a chance to interact with board.

- Cheung suggests recording testimonials at the AAJA booth.
- Pay attention to exhibitors at other conventions; bring back contact info for National to pursue a sponsorship.
- Student Programs (Vang)
 - Tap into relationships with foundations to help fund scholarships.
 - Need help getting word out about internship grants.
 - Voices: Same model as in Boston with 1-to-1 student-professional ratio (12 each). Any in-kind donations would be helpful; items will be posted to wiki.
 - J Camp: Loyola sponsoring dorms and classrooms.
- Budget
 - \$170,000 deficit projected for 2009 was actually \$207,000 because a grant expected in December 2009 wasn't on the books until February 2010.
 - Yue: We need to adopt a corporate strategy and put out the same message to all the potential questions from members about how we're closing the budget gap.
 - Chapter assessment proposed to collect a total of \$115,625 over the next four years. [See "Chapter Asset Calculation."]
 - 2010 projections
 - Each department stands on its own.
 - Power of One is critical to budget success. We budgeted \$60,000 for 2010.
 - 28 people on Advisory Board, averages out to \$2,100 per board member to raise over the remaining 10 months of 2010.
 - Strategic fundraising by asking people who have held your seat in the past to see the donors' giving history (e.g., Sharon to approach former presidents).
 - Chow: To maximize staff time, figure out whom you plan to approach and you can best leverage.
 - Chan: Be sure to tap into employer matches.
 - Commitment is to minimize expenses, so if programs are important, we need to be fundraising for them.
 - Chan: Be sure to tap into the community groups for resources.
 - Chow: Will be providing a year-end review of the budget to see where we did well, where we fell short and how we can reassess going forward.

7. Governing Board Elections (Truong)

After a call for nominations, an election is conducted for the Small-chapter seat on the Governing Board. Kwok is elected.

Cho moves that Chansanchai for Medium chapters and E. Lee for Large chapters be elected by acclamation as each position is uncontested. Bien-Aime seconds. Chansanchai and E. Lee are elected.

After a call for at-large nominees, an election is conducted. The three at-large seats are filled by Burgos, Chareunsy and Witsil.

Governing Board buddy assignments:

- Kwok (Small-chapter rep): Arizona, Texas (Huang), Oregon (Wong)
- Chansanchai (Medium-chapter rep): Seattle, Atlanta (Bui), Chicago (Yue), D.C. (Ly)
- Lee (Large-chapter rep): San Francisco/Bay Area (Tom), Los Angeles (Tanglao), Sacramento (Calvan), Hawaii (Nakama)
- Burgos (at large): New York (Tan), New England (Arden Smith), Philadelphia (Bien-Aime)
- Chareunsy (at large): at-large members, San Diego (Hamel), North Carolina (Eckenrode)
- Witsil (at large): Michigan, Florida (Cheung), Minnesota (Ngo), Asia (Hosaka)

8. Update on AAJA-Denver Group in Pre-Certification (Kwok)

- Has been communicating with Gil Asakawa, who heads up the group.
- They have made good headway in terms of programming.
- They have lost some membership -- had slightly more than 20 people in 2009.
- They are co-sponsoring a high school diversity day at the University of Colorado in Boulder.
- Doing a media access workshop at the request of the local Asian Chamber.
- Have teamed with other organizations in the area.
- Good energy and idea. Kwok recommends certifying the group as a chapter after its additional year of precertification status.

9. Strategic Planning Update (Kwok)

- Need to revisit Strategic Plan.
- Chow: An outside person should help guide the conversation. We need a map of the organization's priorities to ensure we're moving the same direction with a strategy.
- Among considerations: Should each program have self-sustaining funding sources? With regard to membership: Who do we want to encompass as people move away from traditional newsrooms?
- Goal: Have a document for Governing Board consideration by the fall meeting.

10. Convention Updates

- 2010 Los Angeles Convention (Tanglao)
 - Early registration deadline is April 16. Deadline for advertising is May 7.

- Cheung: More proposals this year than in the past, with many more concrete suggestions. No specific tracks planned, instead will focus on experience levels.
 - Theme-oriented seminars a la ONA. Sessions will be recommended by interest categories (e.g., print person in transition). Industry experts being sought as presenters.
 - Planning a week-by-week rollout of information such as panel topics and confirmed presenters to generate excitement.
- \$25,000 secured from California Wellness Foundation.
- Aggressively pursuing SoCal companies for major funding.
- Opening reception: Have secured commitments from three of the six AAJA founders to attend; working on the others to come, too. Ben Fong Torres to emcee.
- Looking at extracurriculars: TV show taping (Jimmy Kimmel is across the street), etc.
- Salas suggests a BlogTalkRadio session to prep first-time attendees.
- Chow working on third revision of the hotel contract. Perks might include discounts in hotel shops, free WiFi.
- 2011 Detroit Convention (Witsil)
 - [See staff report and handout.]
 - 10th anniversary of 9/11. Working to integrate the large local Arab American community into the convention (possibly with an event at Arab American National Museum in Dearborn)
 - 30th anniversary of AAJA
 - Theme: “Time to Engage” (also translated into Arabic -- taking suggestions for other translation requests)
 - What lessons can journalists take away from the auto industry, which is also having to reinvent and transform?
 - Already started promoting and capitalizing on fundraising that will start in L.A. and extend to Detroit.

11. Recess for the Day

Bien-Aime moves to recess at 6:20 p.m. Pacific time. Cho seconds. Meeting recesses.

**Asian American Journalists Association
SPRING 2010 ADVISORY BOARD MEETING
Feb. 26-27, 2010
AAJA Headquarters, San Francisco
FINAL MEETING MINUTES
SATURDAY, Feb. 27, 2010**

PRESENT:

Officers: Sharon Chan, national president; Janet Cho, national vice president for print; George Kiriyaama, national vice president for broadcast; Candace Heckman, national treasurer; Doris Truong, national secretary.

Board members: Abe Kwok, Arizona; Tomoko Hosaka, Asia; Kim Bui, Atlanta; Lorene Yue, Chicago; Paul Cheung, Florida; Wes Nakama, Hawaii; Leezel Tanglao, Los Angeles; Frank Witsil, Michigan; Nancy Ngo, Minnesota; Annalisa Burgos, New York; Vicky Eckenrode, North Carolina; Steve Bien-Aime, Philadelphia; Peter Wong, Portland; Bobby Caina Calvin, Sacramento; Jenny Hamel, San Diego; Ellen Lee, San Francisco/Bay Area; Patti Tom, San Francisco/Bay Area; Athima Chansanchai, Seattle; Thomas Huang, Texas; Sherri Ly, Washington, D.C.; Don Chareunsky, at large.

Staff: Kathy Chow, executive director; Antonio Salas, membership and chapter development manager; Glenn Sugihara, accountant.

Guests: Judy Lin and Pamela Wu, Sacramento chapter co-presidents.

ABSENT:

Board members: Tara Arden-Smith, New England (no proxy); Cheryl Tan, New York (no proxy).

12. Call to Order (Chan)

Meeting called to reconvene at 8:46 a.m. Pacific time.

13. Roll Call (Truong)

Roll call was conducted. Quorum was met.

14. Committee Reports

○ Strategic Planning (Kwok) -- conference calls first Thursdays at 1:30 Pacific; members Kwok, Huang, Chareunsky, Wong, Hamel, Witsil, Cho

- Plan to have working draft by August convention so the Advisory Board can offer feedback.
- Four goals
 - Seven members to review strategic plan, which has expired
 - Review the AAJA mission
 - Envision where AAJA wants to be five years from now -- what success looks like
 - Think broadly about subcategories
- Kwok encourages board members to review existing (expired) plan
- Chan: Wants to have each chapter devote a meeting to this topic before the convention. She'll follow up with presidents' listserv.
- Chow: Part of the \$25,000 challenge grant received involved a survey to produce data with strengths and weaknesses of the organization. The grant needs a report from the board about how we are getting to the next level of IDing new funders.
- Programming (Cheung) -- conference calls first Monday, 10 p.m. Eastern; members Cheung, Hosaka, Tom, Burgos
 - We want simple, easy and achievable. We want to tie in the programs to make them continuous. Monthly webinars to help engage members and chapters, using BTR, Webex. "Behind-the-scenes of the Pulitzers" would be a good topic. An angle on the Toyota coverage -- partnering Michigan and Asia chapters. Making the most of LinkedIn.
 - Work with National to find sponsors for the sessions. If chapters secure a funder, there could be revenue sharing with National.
 - Create a hub for information sharing among chapters.
 - Hosaka to be the social-media programmer, hyping events on FB, Twitter.
 - Duplicate successes by looking at how individual chapters made something work (Florida cookbook fundraiser).
 - "AAJA Idol" fundraiser? Could upload videos to YouTube channel, then have the top singers perform at Detroit convention.
 - Board needs to let committee know about upcoming events to increase promotional opportunities. Also: Each chapter should develop a topic and organize the speakers -- scope can be local, national or international.
 - Hoping to figure out a way to secure members-only downloads, with a charge for nonmembers.
 - Use webinars to build up to the training that's offered at the convention.
- Finance (Heckman) -- conference calls fourth Thursday 8 p.m. Pacific; members Heckman, Bien-Aime, E. Lee, Chan
 - Formation of an investment committee with the intent to recruit someone who shares AAJA's values and believes in the mission to donate services of evaluating the investment portfolio
 - Chan: Maybe a financial adviser who would like access to AAJA members as potential clients.

- Fundraising policy needs revision and adoption in the next two weeks to allow us to have procedures everyone is able to follow.
- Ly: What's the check-and-balance to ensure that AAJA follows the new policy?
- Membership (Chansanchai) -- conference calls second Sundays 5 p.m. Eastern; members Chansanchai, Tanglao, Kiriyaama, Bui, Ly, Ngo, Eckenrode, Yue
 - Want to maintain membership at least at 2009 levels
 - Chapter presidents are mobilized to recruit with challenge issued by San Francisco's Ryan Kim
 - Would like a template from National with membership benefits that could be tailored to the chapter
 - Tapping ethnic media for more members
 - Consider lifetime membership
 - Create draft language for "veteran" membership that would grandfather people who have shown previous commitment but are no longer journalists
 - Would like to revisit allowing voting rights for associate members
 - Track lapsed members to reconnect
- Policy and Issues (Truong) -- e-mail summaries at month end; members Truong, Calvin, Nakama
 - Need to draft policy about not tapping into restricted funds
 - Looking to revise bylaws. Creation of VP-online has been suggested to reinforce AAJA's commitment to new media.
 - Would like board support in flagging confusing/conflicting bylaws language.
 - Should draft policy clearly stating election guidelines.

[not yet assigned to a committee: Smith, Tan]

15. New Business

- Messaging about organizational finances
 - Suggested wording from Kwok: As part of a transition to a new ED, we did a review of our budgetary practices and we found some that we want to address/correct. There was no malfeasance or malice and no money was lost. And we are going to address this moving forward.
 - This is important and in keeping with our journalistic principles.
 - Huang: We need a record of what happened so that the history will be available to whoever is on the board five years from now.

16. Summer Board Meeting Dates

Aug. 7-8, 2010, at Renaissance Hollywood (Advisory Board will meet from 9 a.m. to 4 p.m. Aug. 7; Governing Board will meet from 9 a.m. to noon Aug. 8)

17. Announcements

- Sacramento chapter donates \$25,000 to National in honor of the chapter's 25th anniversary and to challenge other chapters to invest heavily in AAJA's future.

18. Adjournment

Chansanchai moved to adjourn. Cheung seconded. Meeting adjourns at 1 p.m.

Asian American Journalists Association
SPRING 2010 GOVERNING BOARD MEETING
Feb. 27, 2010
AAJA Headquarters, San Francisco
FINAL MEETING MINUTES
SATURDAY, Feb. 27, 2010

PRESENT:

Officers: Sharon Chan, national president; Janet Cho, national vice president for print; George Kiriyaama, national vice president for broadcast; Candace Heckman, national treasurer; Doris Truong, national secretary.

Board members: Annalisa Burgos, New York; Athima Chansanchai, Seattle; Don Chareunsky, at large; Abe Kwok, Arizona; Ellen Lee, San Francisco/Bay Area; Frank Witsil, Michigan.

Staff: Kathy Chow, executive director; Glenn Sugihara, accountant.

Guests: Wes Nakama, Hawaii Advisory Board representative.

Absent: None.

1. Call to Order (Chan)

Meeting called to order at 1:32 p.m. Pacific time.

2. Roll Call (Truong)

Roll call conducted. Quorum was met.

3. Approval of Previous Minutes

Kwok moves to approve the 2009 Fall Governing Board Minutes as reported, including amendments authorizing interim Executive Director Maya Blackmun and Sugihara to pursue a line of credit on behalf of AAJA; and updating the signatories for AAJA's financial accounts to be Chan, Chow and Sugihara. Kiriyaama seconds. Motion passes unanimously. Minutes and amendments are approved into the record as reported.

4. Committee of the Whole

Board orientation

5. **New Business**

- Resolution on use of restricted AAJA funds:

“Whereas AAJA seeks to be fiscally responsible for its finances, we resolve not to tap into restricted funds for purposes other than that for which they were designated.”

Lee moves to adopt the resolution as worded. Chansanchai seconds. All directors vote in favor. Motion passes, and resolution is adopted unanimously.

- Chapter assessment discussion

- Witsil expresses concerns that all chapters have different financial situations. He says Michigan is particularly taxed by hosting a media demonstration project in 2010, then the convention in 2011, and is a relatively young chapter. He’s not sure that his chapter will find the assessment palatable.

6. **Executive Session**

Heckman moves to enter Executive Session to discuss personnel matters. Kwok seconds. Executive Session convenes.

Cho moves to exit Executive Session. Lee seconds. Executive Session concludes.

7. **Announcements**

Governing Board meeting: Aug. 8, 2010, 9 to noon, location TBA in Los Angeles.

8. **Adjournment**

Kwok moves to adjourn. Chareunsy seconds. Meeting adjourns at 3:58 p.m.

ADDENDA TO SPRING 2010
AAJA GOVERNING BOARD MEETING MINUTES
(NOTE: Absences occur when a director does not formally weigh in
-- Yea, Nay or Abstain -- before the stated voting deadline.)

On April 8, a personnel matter was brought to the board.

On April 14, a motion was made that AAJA assess its chapter funds based on the percentage distribution in the “Chapter Asset Calculation” worksheet. Chapter boards can opt to pay the four-year assessment amount by Dec. 31, 2010, or in annual installments in 2010, 2011, 2012 or 2013, with the final payment to occur by Dec. 31, 2013.

Chan moved to assess the chapters. Truong seconded. Six voted in favor. No one opposed. Two directors abstained.

Two directors were absent. Motion passes.

Yea: Chareunsy, Heckman, Kwok, Cho, Lee, Kiriya

Kwok noted, “I look forward to the other steps that will help toward financial sustainability.”

Nay: None.

Abstain: Chansanchai, Witsil

Absent: Burgos, Truong

Burgos noted, “I felt it was inappropriate for me to vote, since the NY chapter board has not been able to meet to discuss the assessment.”

On April 14, a motion was made to adopt a revised Fundraising Policy [see “AAJA Fundraising Policy Proposal,” submitted April 14, 2010] for immediate implementation by the Executive Director.

Heckman moved to adopt the policy. Truong seconded. Four voted in favor, with a fifth aye vote contingent upon suggested wording changes being accepted. No one opposed. Four directors abstained. One director was absent.
Motion passes.

NOTE: Heckman withdrew the motion after the voting deadline because of several concerns raised about allowing sufficient time for communicating the potential policy change throughout the membership.

Yea: Chareunsky, Truong, Heckman, Kiriyaama, Kwok (contingent on wording change)

Nay: None.

Abstain: Chansanchai, Lee, Witsil, Burgos

Absent: Cho

On April 16, a motion was made -- based on recommendations by the Executive Director and AAJA accountant -- that AAJA move its checking and savings accounts from the Bank of America to the Bank of San Francisco, which offered a more competitive financial package to reduce credit card fees and provide a line of credit to AAJA.

Truong moved to authorize the bank change. Chareunsky seconded. Motion was withdrawn after voting began because Chansanchai and Lee recommended further research into alternative banks.

Lee noted: "I'm on the finance committee and had supported this move, but on further consideration, I wanted to do some more due diligence. ... We have a lot of assets, and I'd like to be sure we protect them!" She later added: "I am happy to support the move but I didn't feel like I had enough information to put my mind at ease. I'm looking forward to getting more information about the research that was done to select Bank of San Francisco."

On May 16, a motion was made to adopt the AAJA Fundraising Policy presented by the Finance Committee for immediate implementation.

Truong moved to adopt the policy. Heckman seconded. Seven voted in favor. Two opposed. One director abstained. Motion passes.

Yea: Truong, Lee, Cho, Heckman, Chareunsky, Burgos, Kiriyaama

Kiriyaama noted:

"Philosophically, I stand with Abe and Athima. I am against the presence of government entities like the CIA and the U-S Army at AAJA conventions and events. My feelings haven't changed and they will not change.

“The rest of our fundraising policy is solid and because I'm being given an option and a voice to vote government entities down as a Governing Board member, I have decided to vote YES.

“... We need to have a fundraising policy in place to help the organization move forward during these challenging times and I'm not going to let *part* of the policy derail the *overall* policy which I believe is solid.”

Nay: Kwok, Chansanchai

Kwok noted: “am uncomfortable with the concept of accepting government money because of ‘conflict of interest’ concerns, both real and perceived, especially in our unique role of being the watchdog of these institutions. on a practical level, i also believe the amount we can/would fundraise from these entities isn’t worth the hand-wringing and second-guessing among us.”

Abstain: Witsil

Absent: None.

On June 28, a motion was made that AAJA transfer its cash accounts from the Bank of America and open a line of credit with the Bank of San Francisco according to the request outlined by the Executive Director.

Heckman moved to approve the bank change, which would also allow for a line of credit if necessary. Truong seconded. Eight voted in favor. One opposed. One director was absent. Motion passes.

Yea: Heckman, Truong, Chareunsy, Kwok, Cho, Chansanchai, Kiriyaama, Burgos

Nay: Lee

Lee noted, “I wish we could have more done research and due diligence and I believe it is not prudent to rush a decision.”

Abstain: None.

Absent: Witsil

On June 28, a motion was made that AAJA adopt this policy:

“Prior to entering into debt: The debt’s amount, terms, purpose and a detailed repayment plan must be disclosed to all AAJA members in writing, and the debt must be authorized by a majority of the entire governing board.”

Witsil moved to adopt the policy. Chansanchai seconded. Eight voted in favor. No one opposed. Two were absent. Motion passes.

Yea: Lee, Chareunsky, Chansanchai, Witsil, Kwok, Truong, Kiriayama, Burgos

Nay: None.

Abstain: None.

Absent: Cho, Heckman

On July 2, a motion was made to accept the Executive Director's recommendation for AAJA to pick up 2 of 3 room nights at the Renaissance Hollywood hotel for ELP trainer and Special Award winner Ron Brown. (Kwok had previously volunteered to pay for one night of Brown's hotel expenses.)

Chansanchai moved to approve the recommendation. Witsil seconded. Five voted in favor. Three opposed (with a fourth director voicing opposition to the motion after the voting deadline). Two directors were absent. Motion passes.

NOTE: During the course of voting, Kiriayama, Chansanchai and one unidentified director volunteered to pay the remaining two nights of room costs, saving AAJA all room expenses for Brown.

Yea: Witsil, Chansanchai, Chareunsky, Kwok, Lee (with a caveat that directors seek donations from ELP alumni before tapping into AAJA funds)

Nay: Heckman, Kiriayama, Truong

Kiriayama noted: "Because in the motion, I see these words 'AAJA to pick up 2 nights,' My vote is NO."

Truong: "I vote no on this motion as set forth. I do not think any of AAJA's money should go toward the room."

Abstain: None.

Absent: Cho, Burgos

Burgos noted, "my vote would have been no to using AAJA funds to cover room comps. I agree with Ellen's suggestion that we should go to our members for donations first before tapping AAJA funds."

ACTION ITEMS: Some directors seek further clarification in the future regarding how the decision is made regarding hotel comps. Possible guidelines suggested:

- The AAJA executive director makes the decision regarding hotel comps independently from the board.
- The executive director decides with board input.

The directors further question what kind of guidelines should be in place, regardless of how the hotel comp decision is made.

On July 9, a motion was made, at the recommendation of the Executive Director (and with the support of Lee and Kiriyama, who both made a site visit), to approve relocating AAJA from its current headquarters (1182 Market St., Suite 320, San Francisco) into a space in the Hearst Building (5 Third St., San Francisco) with substantial annual savings in rent.

Lee moved to approve the relocation. Heckman seconded. Nine voted in favor. One director abstained. Motion passes.

Yea: Heckman, Burgos, Truong, Chareunsky, Cho, Kiriyama, Lee, Chansanchai, Kwok

Nay: None.

Abstain: Witsil

Witsil noted, “I would have liked to begin talking about this issue as a board much earlier in the context of: What will AAJA need in the future, and how can we best serve our members? I think this is significant because we are in a dynamic environment. While we don’t have a crystal ball, we should be ask ourselves key questions and discussing them. We also need to be thinking beyond the binary decision of spend or not.”

Absent: None.

On July 12, a motion was made that AAJA accept the request from the U.S. Census Bureau to purchase an exhibitor booth for the 2010 AAJA National Convention.

Heckman moved to approve the request. Truong seconded. Six voted in favor. One opposed. Three directors were absent. Motion passes.

Yea: Truong, Chareunsky, Cho, Burgos, Lee, Heckman

Nay: Kiriyama

Abstain: None.

Absent: Kwok, Chansanchai, Witsil

Kwok noted before the motion was formally introduced: “Would reiterate my desire to see us put together some guidelines - issues to bear in mind - when the G board takes up such requests.”

AAJA Fundraising Policy Proposal

[as submitted April 14, 2010, to the AAJA Governing Board; the proposal was later withdrawn for further consideration]

The Asian American Journalists Association produces events and provides programs and scholarships that advance its mission. Individuals, organizations and businesses that share these values may support AAJA financially or otherwise based on the following guidelines:

The Asian American Journalism Association may receive unlimited sponsorship and donations from individuals, members, former members, journalism-related and educational foundations, and professional media organizations for which one or more of its full members are employed.

The Asian American Journalists Association may receive donations from non-media companies and foundations to sponsor social events and educational programs at the direction of the Governing Board for national programming or the local chapter board for chapter programming.

Non-media companies and foundations may purchase advertising in AAJA publications or on products which the Governing Board or local chapter board chooses to open to advertising.

AAJA may not receive restricted funding from foreign or domestic government entities for use in anything but social events and convention exposition. Government entities may sponsor educational programs at the direction of the Governing Board. Public-supported media organizations are exempt from this restriction.

AAJA may not receive funding from elected officials, candidates for public office, political parties, political organizations or for any reason that might imply endorsement of a person, theory or ideology.

Formal funding requests to any organization for national AAJA programs may only be made by the AAJA national office or its designate under the direction of the Governing Board. Funding requests for specific chapter programs may only be made at the direction of that chapter's board.

For the purposes of working collaboratively to recognize funders and boost fundraising opportunities for both chapters and the national office, the Executive Director shall report to the Advisory Board on a monthly basis the names of potential sponsors and donors for which formal funding requests have been made. Fundraising designates, including but not limited to chapter officers and program directors, must notify the

national office staff of any fundraising request of \$5,000 or more.

AAJA will always retain editorial control of its programs, events and products. AAJA does not endorse any individual, organization, business or mission other than its own.

AAJA Fundraising Policy

[as adopted May 16, 2010,

by the AAJA Governing Board for immediate implementation]

1. The Asian American Journalists Association (AAJA) produces events and provides programs and scholarships that advance its mission. Individuals, organizations and businesses that share these values may support AAJA financially or otherwise based on the following guidelines:

a. AAJA may receive unlimited sponsorship and donations from individuals, members, former members, journalism-related and educational foundations, professional media organizations for which one or more of its full members are employed, and from individuals from the general public.

b. AAJA may receive donations from non-media companies and foundations to sponsor social events and educational programs only at the direction of the Governing Board for national programming or the local chapter board for chapter programming. Non-media companies and foundations may purchase advertising in AAJA publications or on products that the Governing Board or local chapter board chooses to open to advertising.

c. AAJA may receive funding from foreign or domestic government entities for use only for social events and convention exposition only at the direction of the Governing Board. Government entities -- particularly educational institutions - - may sponsor educational programs at the direction of the Governing Board. Public-supported media organizations are exempt from this restriction.

d. AAJA may not receive funding from elected officials, candidates for public office, political parties, political organizations or for any reason that might imply endorsement of a person, theory or ideology.

2. Formal funding requests to any organization for national AAJA programs may only be made by the AAJA national office or its designates under the direction of the Governing Board or the following guidelines:

a. Funding requests for specific chapter programs may only be made at the direction of that chapter's board.

b. For the purposes of working collaboratively to recognize funders and boost fundraising opportunities for both chapters and the national office, the Executive Director shall report to the Advisory Board on a monthly basis the names of potential sponsors and donors for which formal funding requests have been made.

c. Fundraising designates -- including, but not limited to, chapter officers and program directors -- must notify the national office staff of any fundraising request of \$5,000 or more.

3. AAJA will always retain editorial control of its programs, events and products. AAJA

does not endorse any individual, organization, business or mission other than its own. AAJA has the discretion to decline sponsorship subject to review by the Governing Board.

4. This fund development policy was adopted in May 2010 and will be reviewed (and revised, as necessary) at a minimum of every three years.