

AAJA National Advisory Board and Chapter Presidents Meeting, August 16, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 8:30 a.m., ET

Roll Call:

President Paul Cheung, Vice President Print Yvonne Leow, Vice President Broadcast Niala Boodhoo, Treasurer Gautham Nagesh, Secretary Michelle Lee. Board members and chapter presidents present: Abe Kwok, Oanh Ha, Ramy Inocencio, Marian Liu, Wes Nakama, Joz Wang, Denise Poon, Carolyn Chin Watson, Nancy Yang Peterson, Brooke Camp, Frank Vinluan, Nicole Dungca, Candice Nguyen, Kevin Lee, Tom Huang, Scott Wong, Erin Chan Ding, Susanna Song, Naomi Hayase, Delane Cleveland, Susan Choi, Philip Yam, Juliana Reyes, Sandy Louey, Donna Tam, Mai Hoang, Alanna Quillen, Seung Min Kim

Proxies: Archith Seshadri (Atlanta) for Bianca Prudhomme and Jacqueline Howard, Niala Boodhoo (Chicago) for Lorene Yu, Susan Choi (New England) for Hanah Fadrigalan, Michelle J. Lee (Philadelphia) for Julie Shaw, Sandy Louey (Sacramento) for Pamela Wu, Venice Buhain (Seattle) for Sanjay Bhatt, Marian Liu (Florida) for Valerie Boey, Wes Nakama (Hawaii) for Jason Ubay

Absent: Bao Ong, Amy Wang, Gil Asakawa, Henry Fuhrmann, Anjana Schroeder, Robert Santos, Jennifer Samp

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara, Samantha Chu, Samantha Faninn, Justin Seiter, Karen Sugihara. (The latter four left after introductions.)

Guest: Shawn Nicole Wong

The meeting began General Motors guest speakers: Coco Zhang–Miske, Engineering Business GM Manger GM Global Infotainment & OnStar Engineering and Katie McBride, Executive Director of GM Community Connections. They gave advice to the board and chapter presidents on leadership skills, and how to overcome challenges leading an organization through challenges.

For president's report, Paul Cheung said chapters should focus on membership drives — adding members and engaging lapsed members to renew. He encouraged chapters to communicate frequently with national office to better coordinate fundraising efforts and share ideas.

Kathy Chow discussed highlights of the national office report. AAJA's Heartland Project and other initiatives have been gaining attention, which will help AAJA in its fundraising efforts.

Paul gave an update on UNITY. There are no decisions yet made on a 2016 UNITY convention, and other options are being explored.

Gautham Nagesh gave the treasurer's report. AAJA expects a profit on the convention. The budget is in good shape, and there is strong program-specific fundraising. He expects AAJA to break even this year.

Kathy said she will donate \$1,500 if the board meets its Power of One goal by Sept. 1.

This year, silent auction was consolidated to feature high-value items. Even with fewer items, the auction raised at least \$11,500 — on par with our average profit from silent auctions. The raffle also was successful.

There was a question why there wasn't a photo auction this year. Paul said the photo auction was not a good return on investment, because there were other overhead costs that contributed to auctioning the photo (i.e., shipping and framing). Kathy said national will work with photographers to figure out a way to showcase their work in the future.

Program updates: Next year is a banner year for AAJA's programs with ELP 20th anniversary, Voices 25th anniversary, J-Camp 15th anniversary and the 25th anniversary of the AAJA convention.

There will not be an ELP introductory session next year. Instead, there will be a 20th anniversary ELP summit.

Ruth Liao presented on Voices, which had 16 students this year. Sponsored recruiter lunches helped defray costs while giving students a chance to get to know a recruiter and ask questions. She thanked donations from chapters and for their student recommendations and outreach.

Vann Tieu presented on the Small Market Broadcast Journalists group. There is a support group on Facebook to help students get their first job out of college. There are two goals for the student group of SMBJ: identifying new students to join the group and creating a way to share their work for peer feedback and professional critique.

For radio, Rahul Bali said membership has been steady at about 50. For

the radio show at the convention, most people end up listening to the clip when they get the link after the convention. Next year, the group is exploring ways to live stream some popular panels and workshops.

Wes Nakama presented about the Sports Task Force. There was a kick-off conference call last month, and there was a good breakout session on Friday. Carolyn Hong, who is spearheading effort, said there had been a concern of lack of programming to bring sports journalists to conferences over the years. The group wants to provide networking and inspire people to pitch the kind of sports programming that's missing.

For the mentor/mentee program, Candice Nguyen said she benefited from the program and got in touch with Randall Yip to work with him on it. She wants to build a database for people who are interested in mentoring. Paul discussed ways to integrate the mentor/mentee program with Voices and J-camp timelines to create a seamless way to call out for mentors and mentees.

Paul called for a working lunch at 12:15, and started the governance restructure discussion with Yvonne Leow and Michelle Lee.

The goal for the restructure presentation Saturday was to provide direction to the governing board on vice president titles and roles, advisory board changes and the timeline and execution for the restructure.

Full implementation will take place over four years. Next year's election will look different because the new vice presidents will be voted, Michelle said. Current election already determines next year's positions.

A large portion of the discussion focused on whether AAJA needs to retain the Vice President of Broadcast position. Niala Boodhoo said the title is important for many broadcasters to feel represented, and to gain support from news stations. The discussion centered on whether to eliminate platforms from vice president titles: If the platforms are removed, how will members know which officer is representing whom? The current setup doesn't encompass the entirety of our membership, but does that mean we strip away platform titles overall?

Yvonne said the change will help AAJA become more nimble. Vocations change and platforms change, much more frequently than the AAJA's mission ever will, Michelle said. Divorcing AAJA's executive titles from platforms allows the organization to stay flexible to changes in the industry, while focusing the officers on specific duties, Yvonne and Michelle said.

The group broke away for an update from Neal Justin on J-Camp, which partnered with the National Association of Black Journalists. J-Camp attracted a record number of applicants this year, at more than 300. They partnered with High School Scholastic Association. There were 42 students, and a multicultural group. He said he hopes to keep it that way.

(Break)

Michelle and Yvonne presented a revised job description for the senior vice president, who will take over as a point person for affinity groups and platform-specific groups. There will be directors of affinity groups and platforms that report to the senior vice president, allowing broadcast and other groups to retain a title (i.e., Director of Broadcast). This also provides structure to the growing affinity groups.

Joz Wang said the changes to the senior vice president title also creates a formal pipeline for future leaders.

Yvonne moved onto the proposed advisory board setup and making spring meetings optional. For logistical reasons, there would be no teleconferencing or calling in to the meetings.

Michelle took a straw poll of the advisory board and chapter presidents on the restructure proposal. There was unanimous consensus for the proposed timeline and advisory board changes. There were between one to three members (Gautham, Niala, Trang Do) who opposed the proposed responsibility-based vice president titles, but the rest of the members supported them. The restructure discussion concluded.

Pamela Wu presented to the board about Media Institute, a new effort this year to train AAPI professionals for two full days on being in the media. Feedback has been very positive from the participants. They'll go home with a video clip of themselves for the website and a headshot taken by AAJA photographer.

On the 2015 convention: Kevin Lee and Donna Tam from San Francisco are convention co-chairs. They said they want to leverage the technology community in San Francisco, while integrating traditional media outlets there.

Convention assignments were determined:

— Silent auction will be handled similarly to this year, but alternatives also may be explored for a different fundraiser that incorporates a

smaller silent auction. Chapters will let Paul know by the end of September their members' feedback on alternative fundraiser options.

— Awards: Hawaii, Asia, Minnesota

— Programming: Yvonne Leow will be chair of programming and will tap into the affinity groups for ideas.

— Media Access: Los Angeles will lead the six chapters (Chicago, Seattle, San Francisco, Texas, Detroit, Atlanta) that received Media Access grant to plan.

— Gala banquet: Kathy Chow and Pamela Wu

Naomi Hayase made a motion to adjourn the meeting. Ramy Inocencio seconded. Meeting adjourned at 3:48 p.m., ET.

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AAJA National Advisory Board Meeting, August 17, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 8:51 a.m., ET

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo, Vice President Print Yvonne Leow, Treasurer Gautham Nagesh, Secretary Michelle Lee. Board members present: Abe Kwok, Oanh Ha, Marian Liu, Wes Nakama, Joz Wang, Denise Poon, Carolyn Chin Watson, Nancy Yang Peterson, Brooke Camp, Frank Vinluan, Nicole Dungca, Kevin Lee, Tom Huang

Proxies: Archith Seshadri (Atlanta) for Bjanca Prudhomme, Niala Boodhoo (Chicago) for Lorene Yu, Venice Buhain (Seattle) for Sanjay Bhatt, Michelle J. Lee (Philadelphia) for Julianna Reyes

Absent: Ramy Inocencio, Hanah Fadrigalan, Candice Nguyen, Scott Wong

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

UNITY President David Steinberg and UNITY Executive Director Roberto Quinones spoke to the board about UNITY plans. They are trying to figure out if a 2016 convention makes sense. They are exploring partnerships with American Society of News Editors and Radio Television Digital News

Association, which could bring recruiters to the members. The UNITY board at its October meeting will set benchmarks for funding and timeframe for decisions on 2016 conference, David said.

There was a diversity caucus held earlier this year and those meetings will continue, David said. To a question about efforts to bring National Association of Black Journalists and National Association of Hispanic Journalists back under the UNITY banner, David said he wants to talk to NABJ more pointedly about that.

Committee updates: Marketing and Communications Committee said the social media policy has been drafted and it will be posted at an appropriate timeline for members. Finance and Development has been focused on the endowment, and will present ideas for financial manager proposal to the board once ready, likely by the fall meeting. For Programming, Paul asked chapters to communicate to national officers about their programs so national can help publicize and draw attention.

Paul reiterated it is key for chapters to increase membership by the end of this year.

Yvonne motioned to adjourn the meeting. Abe Kwok seconded. Meeting adjourned at 10:13 a.m.

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AAJA National Governing Board Meeting, August 17, 2014  
Renaissance Downtown Washington

Paul Cheung began the meeting at 11:00 a.m., ET

Roll Call:

President Paul Cheung, Vice President Broadcast Niala Boodhoo (teleconference), Vice President Print Yvonne Leow, Treasurer Gautham Nagesh, Secretary Michelle Lee, Brooke Camp, Denise Poon, Nicole Dungca, Joz Wang, Tom Huang, Abe Kwok

Proxies: None

Absent: None

Staff present: Executive Director Kathy Chow, Accountant Glenn Sugihara

Saturday's discussion allowed the governing board to move forward on

the restructure plan and adopt the following: implementation timeline, advisory board attendance requirements, governing board election changes and vice president job descriptions. Vice president job titles are still being discussed, and will be voted on by the governing board in the fall along with bylaw changes.

**Abe made a motion to adopt the proposed timeline that was presented to the advisory board and chapter presidents, and to complete the governance restructure by 2018. Joz seconded. Approved by majority vote. None opposed. None abstained.**

Advisory board meetings will now be optional in the spring except for new advisory board members. This change accommodates concerns by smaller chapters who expressed they do not always have resources to send a representative to the advisory board meeting. Advisory board members who are not present at the spring meetings also will need to provide written acknowledgement to the National Secretary that they have read the minutes, to ensure accountability.

**Joz made a motion to amend the bylaws to require summer advisory board meetings for all representatives, and to require spring meetings for all first-term advisory board representatives. Nicole Dungca seconded. Approved by majority vote. None opposed. None abstained.**

Since not all advisory board members may be present, governing board elections will now take place electronically. The candidate for governing board must declare candidacy and provide a written statement in advance, at least a week before the election. Results of electronic voting will be announced by January 31.

The governing board recommends advisory board representatives to meet future governing board candidates via videoconferencing prior to the election.

During the spring meeting, there had been discussion about giving one vote per chapter to create a fair voting pool, since not all advisory board may be present to vote in the governing board. But there were concerns raised during this year's summer meeting by large chapter representatives, who wanted to retain the current voting structure.

The change to electronic ballot addresses concerns from both small and large chapters, because it would fairly engage all chapters in the voting process, and give two votes to large chapters, the board agreed.

**Joz made a motion to amend the spring 2014 minutes to reflect that chapter-specific advisory board representation and votes shall remain as is in current bylaws. Denise Poon seconded. Approved by majority vote. None opposed. None abstained.**

**Yvonne made a motion to amend the bylaws to set a timeline and method for electronic election of the governing board. Nicole seconded. Approved by majority vote. None opposed. None abstained.**

The revised proposed senior vice president job description provides leadership titles for platform or affinity groups who value such titles, adds structure to the growing trend of affinity groups, allows flexibility within affinity groups to form and dissolve as industry trends evolve, and adds accountability to these groups to report to an executive officer.

By fall governing board meeting, Governance Committee will develop a proposed structure for affinity groups under the senior vice president's purview. The board recommends a title for the senior vice president that reflects AAJA's journalistic nature, and that indicates to members the organization's commitment to representing their diverse needs.

**Yvonne made a motion to adopt the senior vice president position, whose role will be created in bylaws based on the current proposed executive job description, and whose agreed-upon title will be adopted at the fall board meeting. Abe seconded. Approved by majority vote. Gautham opposed. None abstained.**

Gautham expressed concern that the restructure will make officers into operational roles, which could threaten AAJA's status as a journalistic organization. Denise Poon agreed, saying making vice president roles more administrative could deter candidates who may not have the necessary skills to run for office.

But Joz said there is a lack of specificity in the current vice president roles. Officers always should represent the interests of our members. Yet officers do largely serve administrative roles, and those roles are not currently codified, Joz said.

Abe left the meeting at 12:30 p.m., ET, but expressed his support for moving forward with the current proposal.

The board agreed there is no one currently who is in charge of overseeing AAJA's crucial, signature programs (i.e., Voices, J-Camp, ELP). The job by default lands with the president and the executive director. Creating a vice president position to oversee these programs will ensure there is

accountability and structure to running those programs, which aim to serve AAJA members at every step of their careers.

**Yvonne made a motion to adopt the vice president for programs position, whose role will be created in bylaws based on the current proposed executive job description, and whose agreed-upon title will be adopted at the fall board meeting. Nicole seconded. Approved by majority vote. None opposed. None abstained.**

The board agreed creating a vice president position to oversee external affairs will ensure AAJA will always be focused on the tenets of our mission to help AAPI communities gain fair access to the media, and to point out when news media organizations stray from accuracy and fairness in AAPI coverage.

**Joz made a motion to adopt the vice president for external affairs position, whose role will be created in bylaws based on the current proposed executive job description, and whose agreed-upon title will be adopted at the fall board meeting. Brooke seconded. Approved by majority vote. None opposed. None abstained.**

The board discussed how the proposed vice president of technology or digital fits into AAJA's mission. In the past, digital was conspicuously absent from executive titles. As the board worked out the detailed responsibilities of the other three vice presidents and created the affinity group structure, it became difficult to see how a vice president position for technology would best serve AAJA's digital initiatives. Positioning AAJA for the future should be a part of every officer's role, and should be explored through all affinity groups.

**Nicole made a motion to remove the vice president of technology position and return that spot on the governing board to an at-large representative. Tom Huang seconded. Approved by majority vote. None opposed. None abstained.**

The board agreed the new structure of AAJA is unique from other journalism groups, and is a positive step for the organization.

Paul thanked Kathy Chow and Glenn Sugihara for their hard work.

At 1:40 p.m. ET, Yvonne moved to go into closed session to discuss personnel issues. Niala seconded. Motion was approved. None opposed. None abstained. Glenn and Kathy left the meeting.

At 2:03 p.m. ET, Gautham made a motion return to open session. Yvonne

seconded. Motion was approved. None opposed. None abstained.

Niala made a motion to adjourn the meeting. Gautham seconded. Motion approved. None opposed. Non abstained. Meeting adjourned at 2:03 p.m. ET.