

AAJA National Advisory Board Meeting, Aug. 15, 2015  
Hyatt Regency  
Paul Cheung began the meeting at 8:40 a.m., PT

Roll Call:

Officers present:

President Paul Cheung, Vice President Broadcast Niala Boodhoo,  
Secretary Michelle Lee

Board members and presidents present:

Abe Kwok, Amy Wang, Yuriko Nagano, Blessing Waung, Oanh Ha, Archith Seshadri, Jacqueline Gulledge, Marian Liu, Wesley Nakama, Jason Ubay, Joz Wang, Naomi Hayase, Anjana Schroeder, Susan Choi, Philip Yam, Frank Vinluan, Juliana Reyes, Peter Wong, Sandy Louey, Jane Lee, Kevin Lee, Donna Tam, Venice Buhain, Tom Huang, Alanna Quillen, Seung Min Kim, Nicole Dungca, Denise Poon

Proxies: Sally Ho (Chicago), Faith Robinson (Atlanta), Jonathan Choe (Minnesota), Robert Boos (Minnesota), Hannah Bae (New York)

Absent: Vice President Print Yvonne Leow, Treasurer Shawn Nicole Wong, Brooke Camp, Bao Ong, Angie Lau, Valerie Boey, Delane Cleveland, Nancy Yang, Hanah Fadrigalan, Lynn Owens, Yowei Shaw, Pamela Wu, Irene Byon, Mai Hoang, Jennifer Samp, Scott Wong, David Limm

Staff present:

Executive Director Kathy Chow

Paul Cheung gave president's report. We have 154 gold members (exceeds last year but doesn't meet our goal of 200) and 15 platinum members. Power of One met 50% of the goal (\$20,000). We're phasing out VP of print this year, adding SVP and VP of journalism programs. Executive Director Kathy Chow's contract has been renewed until 2017.

Media Watch issued two advisories and thanked newsrooms for fair and accurate coverage. There will not be a UNITY conference in 2016. AAJA is still a part of UNITY and UNITY still exists as an organization. There will be smaller regional workshops in undeserved communities, including Detroit and Tuscaloosa.

Kathy Chow gave the national office report. AAJA's finances are stable and healthy. We've been tracking Media Institute graduates' success from

last year. Thanks to Pamela Wu and Ellen Lee, who led the second Media Institute this year. We're appreciative of sponsors who are showing increased support, Dow Jones, Nielsen, SAG-AFTRA. Ford Foundation gave us a grant for our News Desert project in 2016, which Abe Kwok will help plan.

Niala Boodhoo gave the treasurer's report. The 2014 chapter audits have been approved and submitted. We're still in need of mid-year reports from four chapters. This is a Census year for AAJA chapters, and the deadline for chapter membership cutoff is Sept. 30, 2015. We're looking for people to join the investment committee. Panda Charitable Foundation is a new sponsor this year.

Michelle Lee presented about the affinity group process. The governing board approved five groups (Small Market Broadcast Journalists, AAJA Photojournalists, AAJA Freelance, Sports Task Force, Student Broadcast Journalists) contingent upon their getting all of their members to be current by the December board meeting. The application process showed that there are many members who are active in affinity groups but who have not renewed memberships, or whose memberships can't be readily tracked down by the national office. We're working with affinity groups through this process.

The next step for affinity groups is for the governing board to make its final approval of the five groups in the fall, revisit the membership threshold and re-evaluate how the process went in its inaugural round. The current affinity group guideline document is a breathing document, and will be adjusted as necessary as we figure out this process.

Board Updates:

AAJA Freelance, Ellen Lee. The group started organically in Detroit and held a meet-up at the convention. The number of freelancers in AAJA is growing – some by necessity, others by choice. The group's goal is to expand its reach and encourage people to join, even if they're not a freelancer now.

Gary Kebbel, University of Nebraska-Lincoln, attended the update portion. He thanked AAJA for the Heartland Project. He hopes it sets the model for bigger, similar projects in the future. He thanked Bobby Calvin, Abe Kwok, Mega Sugianto for being a part of the project, Kathy Chow for thinking of the project, and the board for approving it.

Small Market Broadcast Journalists, Van Tieu and Mega Sugianto. They discussed the success of SAG-AFTRA broadcast event. Attendees learned how to negotiate, and got a chance to network at the event.

Student broadcast, Amy Cho. The group has organized two Google Hangouts with an intern from Google. One went over what Google is looking for in summer internships, and the second was about how to make the most of the convention experience. The group has a strong partnership with the Small Market Broadcast Group.

Sports Task Force, Sean Jensen. Last year, sports journalists had an informal meeting and it had a great turnout. It's grown to 50+ members, and some joined AAJA to be a part of Sports Task Force. The group did outreach to colleges and universities that have journalism programs, has 20 mentor connections, hosted events, started a scholarship in the name of Al Young.

AAJA Photojournalists, Paul Sakuma, Susan Choi, Alex Wong. They raised money for 16 registrations for the convention. The money from the photo studio at the convention will go toward students, and 70 people took headshots. There were 45 entries to the photo shoot-out, which was open to Instagram photos. There were 10 photos sold at the silent auction. The group took a photo tour of Angel Island.

J-Camp, Neal Justin. The program celebrates its 15<sup>th</sup> anniversary this year and continues to invite students from all races and backgrounds. It's emphasizing more and more each year that diversity not only about race but also about economic backgrounds. J-Camp 2.0 was held this year as a part of an effort to improve how we track J-Camp graduates and add them to the AAJA leadership pipeline. We want to see J-Camp grow, even beyond the U.S.

Voices, Ruth Liao. This is the 25th anniversary of Voices, and provided a diverse editing and reporting experience for the students. She thanked chapters for donations, especially New York, LA and Texas. Voices has changed from being production-oriented to having scheduled recruiter lunches during the convention -- getting high-level executives to meet with Voices students.

Paul said we shouldn't underestimate the investments we've made in human capital via money into student programs. These students are going to be – and already are becoming – future leaders.

AAJA Radio, Rahul Rao. The group held a baseball meet-up and worked with Voices students. Radio group is small compared to other groups going through the affinity group process, and is discussing a long-term solution (whether to be an affinity group or continue to be a small group within AAJA). Radio group helped connect members with job listings, gave feedback to Heartland Project and continues to be a resource for AAJA

members.

Oanh Ha discussed Asia chapter's vision statement. Asia has a diverse membership, spans about 10 countries, and has unique circumstances – and is intending to use this language locally to have a more inclusive message to its members: *AAJA-Asia is committed to supporting a diverse community of local, foreign multi-media journalists and media professionals and supporters in the Asia Pacific region, advancing diversity in media organizations, providing training opportunities to members and advocating for fair media access.*

ELP, Paul Cheung. ELP is celebrating its 20<sup>th</sup> year. Feedback from sponsors and members showed there is a need for leaders with concrete, managerial skills. We're rethinking ELP to connect the cultural aspect of ELP to the business aspect of running a journalism organization. There will be a two-day conference, I-Con, in Miami this November. There will be 100-150 participants. Anyone who is on the national or chapter board who are ELP graduates are invited to attend, and the event is also an invite-only event to select non-AAJA participants. More info at [icon.aaja.org](http://icon.aaja.org).

Kathy recognized national officers and the governing board for their work.

Joz Wang made a motion to enter closed session for the board to discuss a member matter. Nicole Dungca seconded. Governing board approved the motion at 11:58 a.m.

Joz Wang made a motion to exit closed session and allow Texas President Alanna Quillen to enter the meeting. Denise Poon seconded. Governing board approved the motion at 12:13 p.m.

Abe Kwok made a motion to enter into closed session to continue the discussion. Tom Huang seconded. Governing board approved the motion at 12:15 p.m.

Abe Kwok made a motion to exit closed session. Joz seconded. Governing board approved the motion at 12:52 p.m.

## LUNCH

The board began committee discussions. The break-out sessions from spring board meeting resulted in three initiatives: #AAJAfamily campaign, compiling a leadership guide, implementing a loyalty rate

Tom Huang made a motion to enter closed session for the board to discuss a member matter. Nicole seconded. Governing board approved

the motion at 2:55 p.m.

Joz made a motion to exit closed session. Niala seconded. Governing board approved the motion at 3:00 p.m.

Committee: Mid-career engagement

-Goal: Robert said AAJA could do a better job of supporting and recognizing experienced members.

-Proposal: Establish an outreach campaign to highlight work from AAJA members, with a particular focus on reports and projects from mid-career members.

The committee will develop a campaign that relies on emails, social media or both. The most popular suggestion among the committee was to have members link to others' work on Twitter and Facebook using a specialized hashtag, such as #aajakudos or #mustseeaaja. The hashtag would allow AAJA to collect all recommended work under one label. Members could designate a specific day and/or time to use the hashtag. This method would require minimal effort and cost for the national office.

Committee: Leadership pipeline

-Goal: Sally was former member of Chicago board, but is young reporter. She lacks money, time and political capital to expend on AAJA to become a chapter president.

-Proposal: Regional advocates (West, Midwest, East) to check in with presidents, tap emerging leaders, and help them if they are moving markets. Form AAJA "EMTs" among these regional advocates who can check in with chapters and help out with chapter challenges.

The committee will create templates for regional advocates to send to employers of emerging leaders.

Meeting adjourned at 4:10 p.m.

AAJA National Advisory Board Meeting, Aug. 15, 2015  
Hyatt Regency  
Paul Cheung began the meeting at 8:44 a.m., PT

Roll Call

Officers present:

President Paul Cheung, Vice President Broadcast Niala Boodhoo,  
Secretary Michelle Lee

Board members present: Amy Wang, Oanh Ha, Jacqueline Gullledge, Wes Nakama, Joz Wang, Anjana Schroeder, Philip Yam, Frank Vinluan, Pamela Wu, Kevin Lee, Venice Buhain, Tom Huang, Seung Min Kim, Nicole Dungca, Denise Poon, Susan Choi

Proxies: Sally Ho (Chicago), Sameer Rao (Philadelphia)

Absent: Vice President Print Yvonne Leow, Treasurer Shawn Nicole Wong, Abe Kwok, Brooke Camp, Marian Liu, Delane Cleveland (proxy Robert Boos), Jane Lee, Scott Wong

Staff present:  
Executive Director Kathy Chow

Committee reports (continued)

Committee: Membership engagement

-Goal: Trang, mid-career broadcast reporter, doesn't feel like there are enough hands-on workshops for her or near her, because her chapter is so spread out. It poses a challenge for her to be engaged with the chapter.

-Proposal: Convention "roadshow," for people who can't get to the conventions, to bring back pieces of the convention via workshops/training/guest speakers.

Committee: Finance

-Goal: Susan is challenged with fundraising because she doesn't have enough membership support and she doesn't fully understand the fundraising process.

-Proposal: A handbook that provides a basic primer on fundraising, to help chapters (especially ones with limited resources). This handbook will include best practices and success stories from other chapters.

Nicole will work with the leadership pipeline committee to compile the leadership guide, for on-boarding new leaders and helping identify and prepare emerging leaders. The board discussed ways to make chapter and national funds available for emerging leaders, to bring them to the convention and introduce them to the national leadership.

We need ways to on-board and foster new and existing leaders:

-Paul will provide online training for proxies who will attend the board meeting.

-Tom will hold an in-person training for new and emerging chapter leaders at the convention. Nicole and Joz will work with him on this process.

-We will hold a Friday lunch with current chapter presidents.

Deadline for the leadership guide and proposals for new and existing leaders is the governing board meeting. The proposal needs to be signed off by chapter presidents and advisory board members.

Meeting adjourned at 10:33 a.m.

AAJA National Governing Board Meeting, Aug. 15, 2015

Hyatt Regency

Paul Cheung began the meeting at 11:43 a.m., PT

Roll Call:

Officers present:

President Paul Cheung, Vice President Broadcast Niala Boodhoo,  
Secretary Michelle Lee

Board members present: Nicole Dungca, Joz Wang, Tom Huang, Denise Poon

Absent: Vice President Print Yvonne Leow, Treasurer Shawn Nicole Wong, Abe Kwok, Brooke Camp

Staff present:

Executive Director Kathy Chow

The board discussed the need to standardize vision statements for affinity groups. Directors of affinity groups are annually approved. Now that we are codifying this process, we need to make clear that any affinity-group leadership titles that are not held by the directors are not recognized by AAJA.

The board will begin clearing AAJA Facebook groups of members with lapsed dues. This will be effective 2016, and we will begin messaging to membership.

We continue to hear frustration over Membership Suite. The board will identify point people to come up with a prioritized list of issues and wishes for Membership Suite. We will have this list ready by mid-November, so that the governing board can discuss it during the December meeting.

The board reviewed membership and convention rates, as per AAJA policy to review the policy every two years. Our convention rates remain lower than other journalism groups' rates. The convention rate has remained the same for two years. The board discussed raising the convention rates for

members to keep up with rising costs.

Niala made a motion to raise the convention rates for members to \$250 for earlybird registration, \$350 for regular registration, and \$450 for on-site registration. Joz seconded. All voted yes. None opposed. None abstained. Absent: Abe, Yvonne, Shawn, Brooke.

Paul asked Kathy to evaluate how many non-members registered for the convention, so that the board can review the non-member rates. Kathy will provide an update via e-mail and the board will vote electronically.

The board discussed membership rates, which have remained the same for at least five years. The board discussed raising the general membership fee from \$65 to \$70, to keep up with rising costs. We will ask for feedback from chapter presidents and the advisory board, and will vote electronically.

Nicole made a motion to enter into closed session, to discuss convention-related matters. Joz seconded. All agreed. None opposed. None abstained. Motion approved at 12:54 p.m. Absent: Abe, Yvonne, Shawn, Brooke.

Nicole made a motion to exit closed session. Joz seconded. All agreed. None opposed. None abstained. Motion approved at 1:17 p.m. Absent: Abe, Yvonne, Shawn, Brooke.

Niala made a motion to adjourn the meeting. Nicole seconded. All agreed. None opposed. None abstained. Motion approved at 1:18 p.m. Absent: Abe, Yvonne, Shawn, Brooke.