AAJA National Advisory Board Meeting - Summer 2017
July 29, 2017
Loews Hotel, Philadelphia

Officers present: President Yvonne Leow, Senior Vice President Michelle Lee, VP of Journalism Programs Ramy Inocencio, Secretary Nicole Dungca

Officers absent: Treasurer Shawn Nicole Wong, VP of Civic Engagement Pia Sarkar,

Governing board members present: Sameer Rao, Julia Chan, Julianne Chiaet, Matt Stevens, Esther Gim

Advisory board members present: K. Oanh Ha, Yuri Nagano, Willoughby Mariano, Grace Wong, Wes Nakama, Frank Shyong, Nancy Yang, Daigo Fujiwara, Peter Wong, Pamela Wu, Liberty Zabala, Julia B. Chan, Corinne Chin, Angela Chen, Scott Wong

Staff present: Executive Director Kathy Chow, Treasurer Glenn Sugihara

Others present: Sacramento Chapter President Sandy Louey, New York Chapter President Phillip Yam, Asia chapter member Wendy Tam, New York chapter member Shawn Paik, and DC chapter member Doris Truong

Yvonne called the meeting to order at 9:04 a.m. Nicole took roll.

Glenn presented the treasurer’s report. He also talked about the investment changes - we moved brokers to Merrill Lynch with a high wealth investment portfolio. The group has increased yielded from about 1.77% to 6%. Kathy thanked Phil and all as part of the investment committee for getting more on returns.

Mark Horvit spoke about the Criminal Justice Project. He has stepped in as editor after the former CJ project editor left for Santa Fe New Mexican. He said Mary Hudetz, the main reporter, will be embarking on more stories about Native American criminal justice, and they'll be partnering with the Navajo Times. Reveal will be running one of their stories next week that looks at a big prison that has been bought by ICE. They will be working with the Marshall Project and broadcast.

Sandy asked about funding, and Kathy said the original grant money came from the Kellogg Foundation and the Annie Casey Foundation. She said they’re pursuing additional funding.

Esther asked about challenges for the project. Mark said that there were varying degrees of interest from media outlets in the state, and there’s always a ramp up period. The general reception has been positive. Kathy said there will be a media access workshop in Albuquerque.

Julia asked about local partnerships, and Mark said they’re talking with the Navajo Times. There are also several media outlets figuring out how to partner and on what things.

Matt asked about how we can help to diversify investigative reporting. Mark said they hired minority journalists, and he says there are several things he wants to do in his role to help. He said the key is building the pipeline -- CJ was supposed to give them more investigative pieces.
Yvonne presented the president’s report, which gave a membership and financial donors breakdown. She said she wants to diversify revenue streams. She said there are more corporations out there to tap.

She said we were looking for new ways to cater to more veteran members. Julia said Story Slam was a great way of doing that. Michelle said she’d like to see it grow it on the chapter level -- winners of local can come to the national competition, etc.

Oanh said it’s a good idea to engage late career folks, such as the ELP salon. She said it would be great to do even more.

We’ll be launching a media entrepreneurship summit, and Yvonne asked for feedback. Part of the funding came from Knight leadership.

Oanh then talked about AAJA Asia. She said they’re hosting their 8th N3Con for last weekend of March. She said there’s a lot of interest in Asia at this moment. She mentioned that Al Young at membership meeting suggested Asia as a convention location.

Michelle talked about the Muslim American Task Force and how it got its start: the travel ban showed that Muslim community was only covered as a reaction to bad immigration policy, terrorist groups. The task force was a way of changing that, and making sure coverage was fair.

Ramy talked about how Carolyn Hong kicked off a student sponsorship program. He is trying to revamp the mentor program, and they’ll be announcing the new leader soon.

Yvonne introduced Raju Narisetti to talk about the future of journalism.

We took a five minute break at 10:48 a.m.

At 10:56 a.m., the affinity groups gave their updates.

Howard Chen of Sports Task Force said ESPN awarded an internship for task force student, and has stepped up support at convention. The Task Force party raised more than $4500 for scholarships.

Aimee Cho talked about small market broadcast group. She said they’ve been cultivating Facebook for job postings, new content, become a hub for advice.

Michelle Baik and Angeline Bernabe talked about student broadcast group. The group had google hangouts, they’ve been garnering interest from students who are interested in broadcast. They had two panels: how to succeed as a news station producer and a voice coaching workshop. The affinity group uses Facebook as a major way of connecting.

Darrell Miho and Alex Wong from the Photojournalists affinity group said that they used to plan around convention, but they want to do more fundraising and find new events. Darrell said they want to build programs and workshops outside of convention, and expand into video.

Michelle shared the freelance group’s activities, including q&as.
AAJA radio’s leaders talked about activities, including mixers. AAJA radio is expanding to podcasting, as well. The two best audio workshops have been about podcasting. Radio wants to become a formal affinity group but also focus on how they can do it with the members they have.

Ben Pu talked about Yung AAJA and their efforts to become a formal group with 233 members. They give each other a lot of advice, such as packing list for convention. They want to get affinity group status by the end of this year. He said they’re looking for student members, entry-level, and recent graduates.

Michelle said she wanted to help build out mid- to large-market broadcasters as an affinity group. She also mentioned academics, data journalists, science and health and tech, investigative and enterprise. Kathy also suggested a senior executive track.

We went back to the president’s report, and talked about #inspirasian. Yvonne talked about 2018 ideas, including a freelance platform.

Frank asked about how much it would typically costs. He wanted to know if we were going to charge a fee. Yvonne said she was presenting it for feedback right now, would be subsidized by companies.

Matt said it shouldn’t be just writing, said they hear a lot about video work. Esther had similar concerns about whether website is ready, and Yvonne said it is a scalable product that many think we would need.

CeFaan Kim came to talk about MediaWatch. He said he wanted to make it very democratic, but that leads to a lot of debate. He talked about Watters World, CNN spelling bee fiasco, and other high profile incidents. There were varied ways of addressing each one, some behind the scenes, others more public.

Ramy introduced Jessie Tseng and Maya Sugarman, the co-directors of Voices. This year, they wanted to give the students opportunities to work on long-form packages instead of 500-word stories. There were four story groups: autism, refugee narratives, media diversity, changing demographics in Southern Philly. There was no paper, but they had a presentation. The website got 2,000 unique page views, and about 955 were specific to media diversity story.

Maya said they rebranded and redesigned the website. They did a live-stream because many alumni couldn’t go to Philly. She said the partnership with Temple gave them access to so much gear, equipment, Adobe programs. There were no resource problems. They increased the number of mentors they had.

Arelis talked about J-Camp and how this group was completely digital native. The reporting trips were very smooth. Mentors acted as mini-counselors to help students. She said they’re preparing many of their alumni leadership within the organization. Neal Justin said having the alums involved are powerful, especially for fundraising, etc.

Paul Cheung said these programs are for the long-term sustainability of AAJA. He talked about the revamped ELP, with Katie Nelson as a co-director. We talked about communication style, how it mixes in with intrinsic style. We did case studies, and paired up mentors with executives.

Frank Bi and Michelle talked about convention programming. Michelle said it went relatively smoothly, and they got great feedback. We had 839 registrants, compared to about 600 last year. Kathy said
ProTips in Expo Hall helped to drive traffic, and sponsors said that was smart. The traffic was steady for expo hall. Three said they wanted to lock down sponsorship for next year.

Michelle said it was a 16-person team, with two leaders per track. The idea behind programming was not being everything for everyone. Frank will be leading programming next year in Houston. Julia asked if we thought of partnerships for Voices for future cities.

Yuri asked about whether there’s a stipend. Michelle explained that we spent some money on travel to help secure “headliner” names, like David Fahrenthold.

We broke up into small groups: Governance, programming, convention model, marketing.

Frank Bi said they wanted to connect with Rice and the University of Houston. They wanted to be more discerning about moderators, sessions. They wanted to bring in big names: Jeff Bezos, Dan Rather, Bushes. They were brainstorming outside events to explore the city, topics: immigration, NASA, sports, murders and drug trafficking, Yao Ming’s restaurant. There are many big names from Houston: Shea Serrano. Mike Jones, Chamillionaire, Paul Wall, Beyonce. They wanted to focus on leadership pipeline and race and identity even more, and take advantage of the large AAPI community.

Matt said he would like to discuss regional models more. Kris also asked about pairing up with other organizations soon.

Grace talked about the governance committee, and said they needed support on a national level for small chapter events. The idea would be to have events livestreamed, partly as a way for big chapters to support little chapters.

Willoughby said the idea would encompass an AAJA Local Matters campaign in the fall, where you could amplify each other’s voices, and support by relying on larger chapters.

Frank Bi said he loved the livestreaming idea and wanted to know about the lessons that they learned. Gene said he Facebook Lived the story slam and it got about 1,000 views.

Oanh talked about global programming, where they wanted more synergy and integration with AAJA asia. They talked about N3 hosting larger convention, in 2019. They would want to know how many to expect, etc. She pointed out that Asia-centric programming got a lot of interest this year.

Oanh says you can add a vacation to such a conference, and it’s a way to get people to engage with Asia. She thinks it would be good idea for AAJA national to pitch speakers when we’re talking with events with other organizations.

Asia’s convention started producing a magazine, n3 magazine. Peter Wong asked if there would be a language issue, but Oanh said Hong Kong has a largely English speaking population, etc. Frank asked about student journalism programs attached to N3Con, and Oanh said they don’t have it.

Sameer also talked about programming in between conventions. Asia has digital linkups to interact. Ramy said his goal to bring 50 people to n3 con with him when he goes.
Julianne said they talked about the freelance platform, and talked about how we have 145 freelancers. It would be beneficial for journalists of color, but it would take a lot of time and funding. She said she personally believes that it would be something where you’d need to launch the site with a full body of work.

Julia talked about marketing and drumming up excitement around Houston. We could do a campaign spotlighting restaurants around Houston.

Michelle made motion to go into closed session at 3:39 p.m. Gene Park seconded the motion, and all those present approved the motion. We entered closed session at 3:39 p.m.

Julia made a motion at 3:45 p.m. to exit closed session, and Sameer seconded the motion. All those present voted to approve, and we exited close session at 3:45 p.m.

Lauren said the Florida chapter mentioned that the convention was during sweeps, and some people couldn’t make it. Yvonne said we’re usually cognizant about sweeps, which ended on the first day of the convention.

Daigo asked if there was a way to register and then transfer a registration to someone. Yvonne said chapters could buy registrations and then hand them out. New York had shifted to a stipend because many people can actually work off the registration. In New York, they give a $275 stipend to five people.

Daigo asked about local chapter websites: Should they keep their own brands, or merge into national?

Yvonne said big chapters wanted to keep their own website, while smaller chapters were happy to merge. Many were moving to newsletters, and it depends on what works for the chapter.

Wes asked about auction proceeds going to student programs, but wanted to know whether you could earmark donations to specific programs. Yvonne said through nation builder, you can’t add a note and we’re trying to figure out what to do. Right now, people are supposed to email Daniel but it’s cumbersome. Wes said the auction was being promoted as going directly to student programs.

Yvonne made a motion to adjourn at 4:02 p.m., and Oanh seconded. All those present approved the motion, and the advisory board was adjourned at 4:02 p.m.

**AAJA National Governing Board Meeting - Summer 2017**
July 30, 2017  
Loews Hotel, Philadelphia

**Officers present:** President Yvonne Leow, Senior Vice President Michelle Lee, VP of Journalism Programs Ramy Inocencio, Secretary Nicole Dungca

**Officers absent:** Treasurer Shawn Nicole Wong, VP of Civic Engagement Pia Sarkar,

**Governing board members present:** Sameer Rao, Julia Chan, Julianne Chiaet, Matt Stevens, Esther Gim
Yvonne called the meeting to order at 9:12 a.m. Nicole took roll.

Yvonne asked about what she thought went well. Nicole said programming was good but layout of hotel wasn’t conducive to getting people to sessions. Julia said people really liked the hotel despite that layout, and Nicole and Sameer agreed. Sameer said one person said it was the best hotel in recent years.

Kathy showed a hotel that she was negotiating for next year. We discussed the pros and cons of interviews at gala. Ramy asked if there was any coverage.

Esther mentioned that there were suggestions about either carefully choosing moderators for the panels, or training them better beforehand. Yvonne said we could send more tips, guides, etc to moderators.

Julianne said some people wanted more sessions at later times.

Sameer suggested more time for lunch. Yvonne said veteran members wanted to come back and weren’t sure how to get more involved. She said that we should gear more sessions for late career.

Yvonne mentioned the layout of the rooms, which seemed too formal for some of the more conversational topics.

Kathy said she’s not sure if mobile bidding is working for us. Some said the fun was bidding against your friends. She thinks we lost some opportunities with that. It’s more work for staff, so she says there may be a tradeoff. We raised a little bit less.

Glenn said he doesn’t like paying for the service and it’s $2,000 and 3 percent on what you sell. In DC, we used a site that was free.

Kathy said the hotel is going to give us 2 percent off of every hotel room booked because they overbooked with the wedding.

Ramy said the student scholarship proposal is live, and Michelle said we set a hard deadline for the speaker registration rate.

Yvonne said the entertainment industry has come forward with various requests, including paying for every part of convention expenses. We have often offered one night hotel day and convention registration. Sports Task Force offered to pay for Eddie’s travel, which is not what National typically offers. Because Sports Task Force did that, National also paid for Rich Cho.

Michelle wanted to know about how much we should cap. The governing board says up to $1,000 can go toward travel. Yvonne said we should get a budget from this year’s travel.

Kathy made it clear that we do not pay a speaker fee.

Michelle and Yvonne wanted to discuss whether we should set a policy about affinity groups and chapters to be able to foot the bill for speakers.
Ramy said chapters or affinity groups could sponsor speakers. Michelle said a way to handle it could be through programming. If a chapter or affinity group needs to pay, it must be cleared through the programming committee and should be marked as a sponsored.

Michelle said we need a fundraising policy for affinity groups. Kathy said she needs to work with Pia on it because she volunteered, and they will work on it for the December governing board meeting.

Yvonne said Sara from NABJ came to gala, and they will continue talking about partnerships.

Matt said he did not know about the entrepreneurship summit and wished he had prior knowledge. Yvonne said Paul has been spearheading the media entrepreneurship because the Knight grant paid for it.

Ramy asked about the silent auction proceeds, and questioned about whether it's correct to say the proceeds are going to “student programs.” Glenn said that the money from convention helps to cover student programs.

Julianne said she has been working with at-large chapters. There are about 152 member. She said that concern she has heard is that they have had trouble with scholarships because they didn’t know that they had to apply at the chapter closest to them. Julia said we could do at-large scholarship, or help connect them to the chapters.

Julianne said she doesn’t want them to apply to more than one chapter in terms of fairness.

Michelle said we need to lean toward AAJA reboot toward end of January.

Michelle motioned to go into closed session. Sameer seconded the motion, and all those present voted to go into closed session at 11:32 a.m.

Sameer then made a motion to exit closed session at 12 p.m. Matt seconded the motion, and all those present voted to exit closed session at 12 p.m.

Sameer then made a motion to adjourn the governing board meeting. Michelle seconded the motion, and all those present voted to exit the closed session. We adjourned the meeting at 12 p.m.