

DRAFT

Minutes of the
New Mexico National Association of Hispanic Journalists
Executive Board Meeting
Saturday April 21, 2018
Oñate Hall, UNM Campus in Albuquerque, New Mexico

1. This is a regular Board meeting of the New Mexico National Association of Hispanic Journalists. The meeting began at approximately 10 a.m.
2. In attendance: May Ortega, Marie Baca, Shelby Perea, Wheeler Cowperthwaite, Amanda Martinez
3. Absent: Steve Solis
4. Old business:
 - a. **Membership update:** May said that Yaneth Guillen-Diaz will email her and Wheeler a membership roster every month. May will forward the list to Amanda. We have 18 members. One person's membership lapsed and they did not renew it.
 - b. **Treasurer's report:** Wheeler said she contacted Yaneth Guillen-Diaz to ask about some of the concerns of the group. He asked about how we can go about collecting online donations. She said they have to do it through the website and make a note in the memo line specifying the donation is for our chapter. All other donations must be in check or cash. May said two people have asked about making online donations.
 - i. The group had a separate discussion about accepting donations from politicians. Several options were discussed, including making it clear to the person donating that the group owes them nothing, not accepting the donation or only allowing them to purchase things like raffle tickets. The group decided that Shelby will send a survey out to all the members asking their opinion on the issue.
5. Event planning
 - a. **Opaque workshop:** May said the workshop went pretty great. Wheeler and Amanda both agreed we need more time to present/better time management. Wheeler took notes of the workshop and there is a recording. We will upload this information to our website. Seven people attended, including NM NAHJ members.
 - b. **Second workshop:** Instead of doing a second opaque organization workshop, Wheeler proposed an IPRA workshop that covers the basics and goes a little bit deeper. It would be a presentation, along with interactive components. Marie said she should consider working with the SPJ chapter. This series will be rebranded as an educational series. Marie will reach out to members of SPJ to figure out ways we can collaborate. No date for workshop is set. Will discuss at next meeting.

- c. **Brown Buffalo update:** May said all the panelists are confirmed, along with moderator Russell Contreras. Event will take place at 10 a.m. on May 5 at UNM.
- 6. New business
 - a. **NAHJ/NAJA Mixer:** May said she spoke to a member of NAJA and the two groups will hold a mixer sometime in June. Steve and Shelby will work with NAJA members to set up a time/date and will let us know what they need help with for the event.
 - b. **Digital tools training:** May said that Sandra Gonzales can do a free workshop to teach journalists how to use Google tools, such as fusion tables, trends, analytics and maps, in our work. The only catch is we have to get 25 people to the workshop, but May said she is not sure if it would be possible for us to get that many people to come to the workshop. Shelby said she will include a question about the workshop in the survey she plans to send out to the membership as a way to gauge interest. Wheeler said to get that many people, we would have to contact newsrooms directly and get them to commit to sending people.
-The discussion about the workshop led to conversation about asking for donations at our events. Marie said that asking for small donations here and there is not going to be a feasible financial strategy for the club long-term. She suggested thinking of bigger, non-profit partners who can help us to underwrite our costs so we can achieve our specific goals. We know that the journalists in NM do not make that much money and we need to think of another way to fund the organization. Things to consider are corporate sponsorship, large private donations, grants and non-profit partnerships.

Wheeler suggested that we speak with New Mexico First. We also need to have another conversation to decide how much money do we need to do what we want and how we access that money.

- c. **Social media/website:** Shelby said that she needs some direction and help with the website. While she can post the content, she cannot create it all and the other members of the executive board can help to create the content and get it to her to post. Lately, she has been making promotion votes and we need to come up with new posts to interact with our members and other people who check out our website/social media. Marie said she thinks posting less is OK and while people expect a certain level of communication, we are all really busy. Amanda and Shelby will set up their own deadlines (working within the parameters in the bylaws) as to emailing and posting minutes. People can take photos and we can put those on twitter/FB. Amanda will come up with a top-3 things the members need to know from the meeting. Shelby will also start sharing work by NM NAHJ members on Twitter. Start date for this TBD.

Wheeler said we also need to remember that there is a functional difference between the website and social media accounts. Put things such as agendas and

minutes on the website. Post photos and promote things on our social media accounts. May asked everyone to use the website for 15-20 minutes and write down what they like/don't like/what can be improved by the next meeting.

- d. **Official email:** May said we now have an official NAHJ email address (nahj_newmexico@nahj.org). We will continue to use our Gmail address. May will use the official address when she contacts Twitter and asks them to get rid of the old NM NAHJ account.
 - e. **Election dates:** May said the national organizations want the chapters to sync their election dates with the new national board election cycle. If we decide to do this we have to change our bylaws. Everyone would begin campaigning in April ahead of the conference. If we choose to do this, this starts in 2019. We would all retain our positions until then instead of having elections at the end of this year. National candidates must turn in signatures a month later and send in additional vetting materials on May 16. By May 23, the national organization will confirm and vet candidates. Polls open on June 7 and close June 21. This way the new leadership will be at the conference.
 - i. No action was taken on this item
7. Meeting adjourned. Next meeting date TBD.