

Asian American Journalists Association
SUMMER 2006 NATIONAL BOARD MEETING
June 21 and June 24, 2006
Sheraton Waikiki, Honolulu

MEETING MINUTES

GOVERNING BOARD MEETING

WEDNESDAY, JUNE 21, 2006

PRESENT:

Officers: Esther Wu, National President; Stanton Tang, National Vice President for Broadcast; Jeanne Mariani-Belding, National Vice President for Print; Cynthia Wang, National Treasurer; Janet Tu, National Secretary

Board members: Ameet Sachdev-Chicago; Maya Blackmun-Portland; Michael Rocha-San Diego; Jessie Mangaliman-San Francisco/Bay Area; Doris Truong-Washington, D.C. (also proxy for Cheryl Tan-New York)

Staff: Rene Astudillo, Executive Director

Guests: Jam Sardar, National Vice President for Broadcast candidate; Evelyn Hsu, AAJA representative to ACEJMC; Sharon Prill, former National Treasurer; Doug Mitchell, NPR, student radio project leader; Reginald Stuart, Knight Ridder corporate recruiter; Madison Park, Voices reporter

ABSENT:

Board members: Cheryl Tan-New York (Doris Truong was proxy)

1. **Call to Order (Wu)**

Meeting called to order at 1:35 p.m. Hawaii-Aleutian Time.

2. **Roll call (Tu)**

Roll call conducted. Quorum was met.

3. **Approval of Previous Minutes (Wu)**

The Board reviewed the Spring 2006 National (Governing and Advisory Board) Minutes as recorded and submitted by Tu prior to the meeting. The Board noted the following revisions/corrections:

_ Tu submitted a revised addendum to the minutes, which includes the addition of a June 14 online vote record on National Office's lease renewal.

_ Take out footers on the printed minutes saying "AAJA Governing Board Meeting Minutes – Fall 2005."

Tang moved to approve the minutes as revised. Mangaliman seconded. Motion passes.

4. **Bylaws Task Force Update (Tang)**

(See document "Bylaws Task Force Report," submitted by Tang)

Recommended revisions to the bylaws are in the report. Further suggestions for revisions can still be made to Tang, but the revisions should not involve sweeping changes.

5. **Report on ACEJMC (Hsu)**

(See documents "Accrediting Council on Education in Journalism and Mass Communications," submitted by Evelyn Hsu, AAJA's representative to ACEJMC; and letter from Sandra Keyes, ACEJMC President, submitted at meeting)

Discussion was held on whether AAJA should continue its membership, with \$5,000-a-year dues, on the Council. Hsu said positive developments by the minority groups on the Council are taking place because there is consistent representation – something that hasn't been there before. She likened the dues to paying for the ability to be a cop on the beat – monitoring and having a voice on issues important to your group. But she also realized how much money \$5,000 is.

Wu said Robert Dodge of NLGJA wanted to relay his sentiments to the Board - that he felt ACEJMC was taking notice of the minority groups' input. Hsu said she and Dodge had proposed that dues be lowered to \$1,000 for the minority journalism groups, but that there was little support for that at the time. Dodge agreed to withdraw his amendment if the Council would discuss this another time.

Discussion was held on whether AAJA has seen tangible benefits of the \$15,000 or so (for three years) it has spent so far to be part of the Council, and questions were raised on what the Council uses the dues money for.

Mariani-Belding said Sandra Keyes, Council President, asked the Board to consider the value of consistent representation on the Council, and passed out a letter from Keyes.

Vote on ACEJMC membership was tabled to see if Keyes could speak to the Board and answer its questions.

6. **Date and Location of Fall Governing Board Meeting (Wu)**

The date of the Fall 2006 Governing Board Meeting is Dec. 1-3. Discussion was held on where to hold the meeting. East Coast Board members said it would not be an undue hardship to hold it on the West Coast. Blackmun recommended discussing whether every Fall Board Meeting should be held at the National Office in San Francisco in the future.

Truong moved to have the Fall 2006 Governing Board Meeting in San Francisco Dec. 1-3. Wang seconded. Motion passes.

7. **Special Elections (Wu)**

Discussion was held on the logistics of a special election, if Mariani-Belding is elected President. If that happens, she may tender her resignation as Vice President for Print effective Dec. 5. Call for nominations may then be set, possibly being open until Jan. 15, with a notice of election by absentee voting for perhaps the following month or so.

8. **Convention Student Projects (Wu, Mariani-Belding)**

Mariani-Belding said evaluation of the student projects is being undertaken as part of AAJA's larger evaluation of its programs. The questions are: Are the programs relevant, is AAJA providing the best training in an era of convergence, and can they be sustained at the current level.

Mitchell, who has been doing student radio projects since 1995, gave information on AAJA's student radio project. NPR funds the project, but AAJA pays for the students' transportation and hotel costs. The average number of applicants is about 10. Four students were accepted this year; usually there are five. NPR does 1-to-1 instructions with the students.

Question was asked if it was possible for TV to work with radio on its projects. Mitchell said yes and that he would be willing to try it. But he warned that convergence – with print and online as well – could be unwieldy if it got too big. One would need a staff able to structure that sort of program, with a small enough number of students. Mitchell said student projects should be setting the pace, not playing catch-up.

Board members said it was good to do this program inventory to change AAJA's offerings as the industry changes. Prill said, as someone who hires for those kinds of positions, that it's professionals, and not just students, who need this kind of training. And being able to offer this kind of training is how AAJA can attract funding as well.

9. **Projected Budget Deficit (Wang)**

Wang said a projected operating budget deficit of \$57,000 does not mean that it will end up as a definite deficit by the end of the year. Astudillo added that a projected deficit, or even a real deficit, doesn't mean AAJA would close up shop, since it has invested for a rainy day. In addition, the projection doesn't include unanticipated revenue.

Wang went over AAJA's assets. In 2005, 70 percent of its total assets were in mutual funds; 8 percent in savings; 19 percent in pledges receivable. She said that of the chapter revenue, 86 percent is unrestricted, versus about 30 percent of National AAJA's being unrestricted. She said AAJA needs to raise the amount of monies it has that are unrestricted.

Wang recommended focusing fundraising on four big AAJA programs: ELP, J Camp, Camp AAJA and student convention projects. ELP cost about \$83,000 this year; J Camp about \$64,000; Camp AAJA about \$22,000; convention student projects about \$140,000. She will be working with the finance committee to come up with fundraising strategies, including possibly getting sponsors for various components of the programs.

Wang also talked about the endowment campaign. When the endowment goal of \$2 million is reached, she projects a return of about \$80,000 a year, based on a 4 percent interest rate.

10. **Financial Plan; Review of AAJA Programs; National-Chapter Relations (Wu, Wang, Mariani-Belding, Tu)**

Wu said these three, inter-related issues came up as the important ones the Board needs to address over the next several years. Mariani-Belding said the program inventory is underway. The officers solicited Governing Board members' input and ideas.

Possible ideas:

- _ Talking with funders to provide operational cost cover for administering scholarships
- _ Pitching specific things to chapters that they could contribute to, that would directly benefit them, such as Camp AAJA
- _ Having a portion of the Advisory Board come up with names of big potential donors to feed to National; have another part of the Advisory Board solicit funding for smaller components of big programs
- _ A joint application for all scholarships
- _ A 3-day, rather than 4-day convention
- _ Quarterly missive from officers, and from chapters, in addition to Dateline AAJA. Get chapters excited about what each other are doing on a more regular basis.

_ A unified calendar on National's Web site that chapters could contribute to, with local chapter activities by date, so if AAJA members are visiting a city, they can drop in on a chapter activity

_ More visits to different chapters from officers

_ Expanded explanations of upcoming Board meeting agenda items

Prill said to look at the program evaluations as an opportunity to meet leaders at the new media companies and to fundraise. Board members could tell them that AAJA is evaluating its programs because it wants to make sure it's providing relevant programming that would give them what they need in terms of their employees. And to then ask to sit down and talk about it. It would be a great opportunity to present what AAJA is and does.

Mangaliman moved to go into Executive Session to discuss personnel matters. Mariani-Belding seconded. Motion passes. Board went into Executive Session.

Mariani-Belding moved to come out of Executive Session. Sachdev seconded. Motion passes.

Tang moved to recess the Governing Board meeting. Wang seconded. Motion passes.

NATIONAL BOARD MEETING

SATURDAY, JUNE 24, 2006

PRESENT:

Officers: Esther Wu, National President; Stanton Tang, National Vice President for Broadcast; Jeanne Mariani-Belding, National Vice President for Print; Cynthia Wang, National Treasurer; Janet Tu, National Secretary

Board members: Abe Kwok (proxy for Aric Johnson)-Arizona; Rahul Bali (proxy for Jennifer Soong)-Atlanta; Ching-Ching Ni-Asia; Amee Sachdev-Chicago; Gail Rayos-Florida; Cedric Moon-Hawaii; Richard Chang-Los Angeles; Caroline Paras-Los Angeles; Frank Witsil-Michigan; Nancy Ngo-Minnesota; Tara Arden-Smith-New England; Anne Marie Cruz-New York; Cheryl Tan-New York; Hai Do (proxy for Pankaj Paul; attended for half a day)-Philadelphia; Maya Blackmun-Portland; Suzanne Phan-Sacramento; Michael Rocha-San Diego; Matt Dunn-San Francisco/Bay Area; Jessie Mangaliman-San Francisco/Bay Area; Sharon Chan-Seattle; Athima Chansanchai-Seattle; Suzanne Marta-Texas; Doris Truong-Washington, D.C. (also as proxy for Angeline Hartmann); Janet Cho-At-Large

Staff: Rene Astudillo, Executive Director; Janice Lee, Deputy Executive Director; Gwen Singleton, Meeting and Event Manager; Brandon Sugiyama, Student Programs Coordinator

Guests: Dinah Eng, ELP Director; Neal Justin, J Camp Co-Director; Student Project Leaders Aric Johnson (print), Lonnie Wong (broadcast), Andrew DeVigal (online), Ryan Yamamoto (former broadcast coordinator); Ellen Sung, North Carolina; Jam Sardar, Vice President for Broadcast-elect; Teresa Wiedel, AZN TV; Chapter Presidents and Treasurers

ABSENT:

Board members: Aric Johnson-Arizona, for Board meeting (Kwok was proxy); Jennifer Soong-Atlanta (Bali was proxy); Pankaj Paul-Philadelphia (Do was proxy; attended half day); Jennifer Morita-Sacramento (Phan was proxy); Angeline Hartmann (Truong was proxy)

2. **Call to Order** (Wu)

Meeting called to order at 9:10 a.m. Hawaii-Aleutian Time.

2. **Roll call** (Tu)

Roll call conducted. Quorum was met.

3. **North Carolina Update** (Sung)

(See document “North Carolina Update,” submitted by Sung)

Sung reported that the North Carolina group, currently in pre-certification period, has about 25 people on its listserv, with paid members probably numbering in the high teens.

4. **President’s/UNITY Report** (Wu)

(Refer to documents “President’s Report” and “UNITY Report,” submitted by Wu)

Wu reported the Texas chapter has given a total of \$50,000 to AAJA’s Endowment Fund, which includes proceeds from the Legacy Awards banquet, and supplemented by the chapter.

She attended the ASNE conference in Seattle, and joined UNITY partners in expressing concern over the lack of progress in getting more journalists of color into mainstream newsrooms.

Wu reported the UNITY officers are interviewing candidates for Executive Director and Communications Director.

5. **Treasurer’s Report** (Wang)

Wang reported that as of May 31, 2006, the organization has \$107,367 in its checking account, and \$279,970 in its maximizer account. Total investments is \$1.09 million, of which \$946,354 is restricted.

She said convention student projects cost about \$139,000 this year, and she will know the actual expense of J Camp after it is over in August. Tang said the costs for student projects far exceeds the funding for it.

Wang said she will be working with Chan, Paul and Sachdev on the finance committee on three areas:

_ Going over AAJA's investment policy to make sure the money is being invested wisely

_ Evaluating fundraising: Wang said she's hearing a general consensus that AAJA's fundraising policy is fine, but there should be a re-evaluation of the vetting process for which companies the organization takes funds from. Wu said she's heard a little concern about which companies local chapters take funds from, and that it may be a case of monitoring going both ways.

_ Coming up with a fundraising strategy: This strategy would likely tap individuals, and also consider other options.

Sachdev asked if there will be a plan to raise the next \$1 million for the Endowment Campaign. Wu said there's an endowment committee headed by Mae Cheng, who has a strategy for the next million. Wu said she, Cheng, David Ng, Jeannie Park and Albert Kim are on the committee. Later, it was noted that Katharine Fong is also on the committee.

Wang said AAJA has raised \$1.3 million toward its \$2 million endowment goal. She said, based on conservative estimates, that AAJA could get \$80,000 a year in interest off a \$2 million endowment. Wang said AAJA is accruing interest on the amount raised so far, but AAJA is not drawing from it.

6. **Executive Director's Report** (Astudillo, Lee)

(See document "Executive Director's Report," submitted by Astudillo)

Fundraising

Astudillo reminded everyone that the same fundraising policy that applies to National also applies to chapters.

Endowment

He reported that AAJA exceeded its goal for the second round of the Challenge Fund for Journalism. \$233,848 was received, assuring AAJA of getting the matching funds from the Ford Foundation.

Convention

Astudillo reported that attendance as of that morning was 889, including paid and comped registrations and community members coming to public events. With more people expected at the Media Access Workshop and documentary screening, he expected total attendance at the Hawaii convention to exceed 1,000.

He said the estimated net income from convention as of last month was \$24,000. He gave updates of that projection. As of Friday evening, there were an additional 48 people who registered on-site, generating an additional \$30,000. The silent auction garnered \$21,955. Those figures will be added to the convention's net profits. He said expenses were cut for convention this year as well. About \$30,000 was saved in operations because there are two less people on staff at the convention. So he estimated a net income of about \$60,000 to \$75,000.

Programs

Lee mentioned there is a wish list on AAJA's Web site for smaller items needed by the office or Board. If people donate items, it would help cut down on costs.

Lee reported the hiring of Eddie Foronda to work on AAJA's Web site.

Lee said there are many more female than male mentees for the Broadcast Mentor Program. Tang said during the mentor/mentee panel at convention, the room was full and there was a list of sign-ups. Lee recommended evaluating the numbers about three weeks after the convention to see how it goes.

Lee attributed the increase in number of submissions to the National Journalism Awards to Albert Lee's increased outreach via e-mail.

She reported AAJA awarded four CNN Scholarships. The winners will be encouraged to enter the Broadcast Mentor Program. Wu encouraged Board members to contact the winners and encourage them to come to the convention, and for AAJA to keep tracking them.

ACTION NEEDED: Evaluation of Broadcast Mentor Program mentee numbers about three weeks after convention.

7. Corporate Membership (Tu)

(See documents "Corporate Membership Application Form" and "Corporate Membership Memo Template," submitted by National Staff, and "Corporate Membership Asks Chart," submitted by Tu)

Tu said all Governing Board members have asked their corporations to become corporate members. She asked all Advisory Board members to ask their companies to sign up as well. She will check back with Board members by about July 14 to see if they need assistance in making the ask, and by July 31 to see what their companies say.

ACTIONS NEEDED: Advisory Board members will ask their companies to sign up for Corporate Membership. Tu will check back with each member.

8. **2006 Convention Report/Update** (Astudillo)

Already covered during his Executive Director's Report.

9. **2007 Convention Report/Update** (Rayos)

(See document "Miami 2007 Convention Update," submitted by Rayos)

The 2007 convention will be Aug. 1-4 in Miami. Paul Cheung of The Miami Herald and Ivette Yee of the South Florida Sun Sentinel are co-chairs. The State of Florida offers hurricane insurance for all conventions occurring during hurricane season, so AAJA will have that coverage, just in case.

10. **2009 Convention Bids**

Philadelphia Chapter submitted a bid.

Arden-Smith said the New England Chapter will talk to ESPN to see if it's interested in sponsoring a convention, and if so, the chapter may come forward with a bid.

The Board expressed a desire to extend the deadline for all chapters to submit a bid for the 2009 convention to Aug. 1.

ACTION NEEDED: New England Chapter will talk to ESPN.

Later in the day, it was pointed out that the Philadelphia bid was contingent upon an 80/20 split of net revenue. Since the Governing Board had already previously voted to approve a 90/10 split, the Advisory Board said the Board should not consider Philadelphia's bid. Philadelphia's Board Buddy, Truong, will inform the Philadelphia chapter.

ACTION NEEDED: Truong will contact the Philadelphia chapter.

11. **ELP Report** (Eng)

(See document "ELP Report," submitted by Eng)

Eng said the vision that the (funding) pie is shrinking is wrong. Those who thrive are those who look to the future and respond to that. As an example, she said media organizations are hoping to meet more mid-level managers, rather than rely only on job fairs.

Eng reported 31 people registered for Advanced ELP. The session was cut from a day and a half to one day because of time constraints of members and the budget. She said it would have been better to have had the full day and a half, but it still worked.

Questions were asked if Introductory ELP could be cut from five days to three, and if Introductory ELP and Advanced ELP could be held in alternating years. Eng did not think Introductory ELP could be cut - people need time to bond and open up. She did not think there was any point in alternating the sessions since there is enough interest for both in the same year.

12. **J Camp Report (Justin)**

(See document “J Camp Report,” submitted by Justin)

Justin talked about the “Send a Kid to J Camp” sponsorship campaign, to get funders to support individual students.

A question was asked if it makes sense to hold J Camp in the same city each year. Justin said different locations makes better sense, to better sell the program, and to get different speakers.

Question was asked if the program could work with fewer students. Justin said 42 students are selected for J Camp each year because there are six tracks, and that divides the 42 participants nicely. He wouldn't recommend decreasing that number. He said they were already cutting costs this year by, for instance, staying in a non-air-conditioned dorm at NYU. Question was raised if the program would consider charging tuition for those who can better afford it. Justin said it was considered but rejected, so J Camp could be accessible to all.

Question was asked on whether the program might focus on Asian Americans specifically. Justin said media companies are interested in diversity as a whole, and having different racial groups makes it a unique experience.

Justin said Clea Benson is being trained as a director for J Camp. Justin said he thinks co-director Josh duLac would be committed to J Camp through Miami, as would he. If they step down, he said he feels confident that Benson could run the program.

Suggestion was made for each chapter to contact the local NAHJ and NABJ chapters to see if they will sponsor local students of their race in J Camp. Justin said people can contact the National Office for information about the students' background.

Board members said it's critical for Advisory Board members to approach their chapters, companies, NABJ, NAHJ, etc., for funding for J Camp.

ACTION NEEDED: If chapters find a student from their area going to J Camp, consider sponsoring the student or seeking funding for that student.

13. **MediaWatch Update (Kwok)**

(See document "MediaWatch Update," submitted by Kwok)

Kwok said MediaWatch is still struggling to get regular and immediate participation by committee members on issues. To respond faster and better to incidents, each chapter should recommend one person to Kwok and Tan to serve on the committee.

Kwok says he plans to rotate off the committee sometime this year. And they need at least two to three more people to help serve as moderators. Since this is one of the three key missions of AAJA, and one of the highest profile missions with the public, please consider being actively involved.

ACTION NEEDED: Each chapter recommends one person to serve on the MediaWatch committee. Volunteers needed to moderate, and to co-chair the committee.

14. **Presentation from AZN Television (Wiedel)**

Teresa Wiedel of AZN Television (owned by Comcast) made a presentation. AZN sponsored part of the ELP Summit at Aspen and would like to do more with AAJA.

Wiedel said AZN's programming targets the Asian American community. Their news is imported all from Asia at this point. They also have other programming, including anime, films, documentaries, etc.

They are proposing some kind of partnership with AAJA's student members, to have AAJA college students submit news stories – video and print - and to initially put them online through AZN's video streaming technology, and then perhaps airing on AZN. This gives AZN access to content and a way to reach young Asian Americans, while giving the students an outlet for their work.

Questions were asked about whether the students would be paid, about sponsorship of AAJA, about types of content and demographics. Wiedel said their audience skews older for the international programming, but the primetime block – music, anime, films – skews younger. They are thinking of asking for primarily news-type content from AAJA students, but are still talking about it.

Lee said this could be an opportunity for AAJA to merge things it's doing, like having students report on issues brought up on MediaWatch, etc.

Astudillo said the talks are still in initial stages. The next step would be to assemble a group of staff and Board members to meet with AZN to talk about this.

ACTION NEEDED: Staff and some Board members meet with AZN to discuss further possibilities.

Break for Lunch.

After lunch, Chapter Presidents and Chapter Treasurers joined the Board for some of the discussions.

15. **Improving Communications and Cohesiveness** (Board members, Chapter Presidents, Chapter Treasurers)

Some Chapter Presidents said they didn't hear the explanation of what the 90/10 convention split policy means and what it entails. Some Board members said the convention split issue has been talked about in the Board meetings for several years, and that Advisory Board members are responsible for keeping their chapters informed.

Some people brought up that national MediaWatch had sometimes stepped into local situations and issued a letter that hadn't been vetted by the local chapter. Kwok addressed those circumstances, and reiterated the need to have representation from each chapter on the national MediaWatch committee.

Tu asked what could be done better to help chapter leaders get the information they need to do their jobs better. Suggestions included: expanded explanations of agenda items of Board meetings; sending agenda items of Governing Board meetings to the Advisory Board; posting agendas online; a unified calendar featuring local chapter and national AAJA events; posting the Board minutes online; issuing invitations to Chapter Presidents to Board meetings.

Tang emphasized that chapters also need to hold their Advisory Board representatives accountable, and Advisory Board members need to hold their Governing Board members accountable, to relay information.

19. **Convention Student Projects** (Board members, Chapter Presidents, Chapter Treasurers, Student Project Leaders)

Mariani-Belding said an evaluation of all AAJA programs is underway to make sure it meets the needs of members. It's not about cuts, but about making the projects better.

One idea has been to perhaps merge the student projects. Wong, who coordinated the student TV project this year, said there is value in cross-training, and that their students would benefit from knowing something of online and print. It would require massive coordinating, but he said there's a way to bring the resources together.

If costs must be cut, he suggested doing an intensive skills workshop with fewer students, although that might mean they wouldn't produce the showcase newscast.

Yamamoto said the showcase newscast relies on a tremendous amount of outside help – photographers, local reporters who know the area, etc. If that were cut, it would save time, if not money. He would also emphasize a skills bootcamp, with one-on-one voice training, interview training, etc.

Question was asked if television and online could also team up with radio. Wong and DeVigal said it could work.

Board members said the main issue is: Are the projects adding value to what the students are already learning through their classes or on internships. Would combining the disciplines add even more skills.

Wu said Johnson had told her he would recommend doing a combined print-online project.

20. **Bylaws Task Force Update** (Tang)

(See document "Bylaws Task Force Report," submitted by Tang)

Recommended revisions to the bylaws are in the report. Tang said they're not set in stone yet, and they're not up for a vote yet. But feedback needs to be sent to Tang soon, so he can send the revised bylaws on to the Policy Committee by the fall Governing Board meeting.

ACTION NEEDED: Board members with bylaws suggestions should send them to Tang by Sept. 1.

21. **Programs Evaluation** (Mariani-Belding, Lee)

(See draft document "Inventory of National Leadership Programs")

Lee said the "Inventory of National Leadership Programs" is a draft. It would be hard to compare one program to another based on this document. National Staff also did an inventory of chapter programs – contact Lee for a copy.

Mariani-Belding asked if funding is less for a program, is there a reason the number of participants can't be scaled down. Lee said there's awkwardness in telling sponsors you're aiming for a certain number of students and then coming up with less.

Mariani-Belding asked each chapter to go back and ask their members what they want: Is this program the kind of thing you're interested in? What kind of training or programs are you interested in?

Wu asked Board members to get feedback as well on how the job fair went. Question was asked on what percentage of convention revenue comes from the job fair. Wang said it comprises about 13 percent of all cash revenue; and about 30 percent of the non-sponsorship revenue.

Lee said a mid-career reception was held for the first time this year. Feedback was that this is something AAJA should do again.

ACTION NEEDED: Those with feedback on the programs inventory should send comments to Lee by Sept. 1.

22. **Finance (Wang)**

Wang said her Finance and Fund Development committees will be discussing the following:

_ Endowment Campaign – Should there be deadlines and goals? This discussion will be held in conjunction with the Endowment Committee headed by Mae Cheng.

_ Investments – Making sure AAJA's money is invested wisely

_ Local Funding – Find out what local funds are available for any national program that concerns or connects with a local chapter.

_ Fundraising Guidelines – Discuss the vetting process and hopefully come up with something that will be satisfactory to all the chapters.

_ Fundraising – compiling a list of top wealthy Asian Americans in the country and contact them.

Question was asked on how many chapters have held endowment fundraisers. Wu said she had made the request two years ago, but so far only four chapters have or are holding events. Suggestion was made that chapters consider, instead, sending a portion of their annual chapter fundraisers to the endowment.

Sachdev suggested making the convention gala banquets more of a fundraiser, inviting wealthy local Asian American residents.

23. **Spring Board Meeting (Mariani-Belding)**

Two tentative dates were suggested for the Spring 2007 National Board Meeting in Miami. Singleton will see which one offers better hotel rates. March 2-4 or March 16-18.

ACTION NEEDED: Singleton will contact the hotel for rates.

24. **Board Committees** (Lee)

(Refer to document “Strategic Plan Update,” submitted by Lee, and “More than a Job – Broadcast Journalism DVD Information Sheet,” submitted by Tang)

It was decided not to break out into committees at this meeting due to lack of time and energy.

Tang handed out “More than a Job” DVDs, urging Board members to get the DVDs into the hands of student groups, parents, educators and others who can encourage students to consider a career in broadcasting.

ACTION NEEDED: Board members get “More than a Job” DVDs into the proper hands.

25. **Other Business** (Wu)

Wu told the Board a special election would be called once Mariani-Belding tenders her resignation, which will probably be sometime around Dec. 5, after the Fall Governing Board Meeting. A call for nominations may then be set, possibly being open until Jan. 15, with a notice of election by absentee voting for perhaps the following month or so.

Mariani-Belding asked if chapters would be comfortable including some of their general financial information in the chapter updates, just because it’s interesting.

Tang moved to adjourn the National Board meeting. Tan seconded. Motion passes.

GOVERNING BOARD MEETING

SATURDAY, JUNE 24 2006

PRESENT:

Officers: Esther Wu, National President; Stanton Tang, National Vice President for Broadcast; Jeanne Mariani-Belding, National Vice President for Print; Cynthia Wang, National Treasurer; Janet Tu, National Secretary

Board members: Ameet Sachdev-Chicago; Cheryl Tan-New York (for most of meeting); Maya Blackmun-Portland; Michael Rocha-San Diego; Jessie Mangaliman-San

Francisco/Bay Area; Doris Truong-Washington, D.C. (proxy for Tan for latter part of meeting)

Staff: Rene Astudillo, Executive Director; Janice Lee, Deputy Executive Director

Guests: Jam Sardar, National Vice President for Broadcast candidate; Saundra Keyes, ACEJMC President

11. **Call to Order** (Wu)

Meeting reconvened at 4:40 p.m. Hawaii-Aleutian Time.

12. **Roll call** (Tu)

Roll call conducted. Quorum was met.

13. **Special Elections**

It was noted that under the bylaws, an election committee must be designated to set the timetable and process for the election.

Tang moved to form a committee of one, formed of Janet Tu, to call the special election and set the rules for the election. Truong seconded. Motion passes.

ACTION NEEDED: Once Mariani-Belding tenders her resignation as Vice President-Print, Tu will call for a special election.

14. **J Camp**

It was noted that when the Board voted to approve J Camp several years ago, it was on a contingency, one-year basis. Some Board members said it didn't make sense to vote on J Camp each year, when the Board doesn't vote on programs like ELP or Camp AAJA each year.

Several Board members said they would like to see a written fundraising strategy for J Camp. Tan said she will work with Justin to come up with a financial plan by Sept 1. Wang volunteered to work on the plan as well.

Tang suggested a plan of raising \$1,000 per student each year, providing \$42,000 a year for the following year's program.

ACTION NEEDED: Tan will work with Justin and Wang to come up with a J Camp fundraising strategy by Sept. 1.

15. **ACEJMC**

Keyes said, with ACEJMC membership, each member gets a vote, and it's a real step in AAJA's mission because it gives the organization a place at the table to set policy. Diversity is one of nine criteria that schools have to meet to receive ACEJMC accreditation.

Keyes said the motion to decrease membership fees for minority organizations in ACEJMC has been tabled until the fall meeting in September. She said the fees for organizations are based on the sizes of the budgets of the member organizations. Dues-paying members include 16 professional organizations and five educational groups. All schools pay the same amount to be accredited - but they are not members of the Council. About 100 schools are accredited. The membership dues are used for operating expenses. ACEJMC staff is 1.5 people.

After Keyes left, discussion was held on whether AAJA should continue its representation on ACEJMC. Those in favor said AAJA would have an important voice in setting policy on journalism education, and it was important to have consistent representation. Those opposed said it would take too long to see results and that in this tough budget year, cuts have to be made somewhere.

Truong moved to continue AAJA's membership in ACEJMC. Sachdev seconded. Roll call vote: 6 no (Tang, Wang, Tu, Blackmun, Truong, Truong as proxy for Tan), 4 yes (Mariani-Belding, Sachdev, Mangaliman, Rocha). Motion fails.

16. 2009 Convention Bids

Tang moved to extend the deadline to Aug. 1 for chapters to bid on the 2009 convention. Rocha seconded. Motion passes.

17. Posting of Minutes and Agenda on Web

A discussion was held on whether to post Board minutes and agendas on AAJA's Web site. The general consensus was to post them, starting with the Summer 2006 National Board Minutes.

ACTION NEEDED: Post Board minutes and agenda on AAJA's Web site.

Tu moved to adjourn the Governing Board Meeting. Truong seconded. Motion passes.