



San Antonio Association of Hispanic Journalists

September 2020 Meeting

By Zoom September 19 at 10:30 a.m.

Agenda

21 total Zoom attendees present:

Board members: Silvia Foster-Frau, President; Krista Torralva, Vice President, Jeannette Garcia, Secretary, Yolanda Haymon, Treasurer, Jose Arredondo, Broadcast at-large, Steven Santana, Print at-large, Teresa Nino, Communications at-large

SAAHJ members: Elaine Ayala, Esther Foster, Diana Fuentes, Laura Garcia, Nora Lopez, Josh Peck (student), Sara Reyes, Austin Martinez (student), Arelis Hernandez, Melody Rodriguez, Michael Quintanilla, Francisco Vara-Orta, Martha Tijerina, Elizabeth Zavala

Meeting called to order at 10:30 a.m. with introduction and welcome by Silvia Foster-Frau, president and with goals. Wants to elevate advocacy work and lift our voices and lifting up diversity in the newsroom and mentorship with students.

We are collaborating with SAABJ on a panel on how media is covering police violence. October 15 at 6:30 p.m. with a journalists, activist, PR professional, and professional. It will be moderated by Cary Clack with the San Antonio Express-News, more updates soon.

Here are our **future meeting dates, set every third Saturday on every month.**

- Oct. 17
- Nov. 21
- Dec. 19
- Jan. 16
- Feb. 20
- March 20
- April 17

- May 15
- June 19

2) Approval of minutes from July meeting, Jeannette Garcia

Krista motions to approve, Steven seconds. Motion carries, and minutes are approved.

3) Treasurer's report, Yolanda Haymon

Operations account has \$5,236.13

Gala account has \$93,149.39

PayPal has \$117.45

At the San Antonio Area Foundation has a balance of \$45,371.92 that consists of \$15,000 left of the Shea Serrano scholarships, and \$30,371.92 marked for SAAHJ scholarships. Funds have already been disbursed to 2020 SAAHJ scholars.

Pending payments:

In 2019, have pending invoices from Alamo Colleges and Catholic Charities each for \$1,500. Esther and Elaine are going tap on Catholic Charities shoulder, Martha Tijerina will tap on the shoulders of Alamo Colleges.

For 2020, we still have a \$500 pending corporate membership payment from Telemundo and a \$500 virtual gala sponsorship from the NRP Group.

Accounts payable: we do owe bookkeeper Tessa Benavides \$250 and \$525 and \$1,260 for tax preparation and accounting.

Member comments:

While we are okay with funds right now, another year without major fundraising could affect us. We will have enough to cover 2021 expenses, but concerns brought up about 2022 gala.

4) Virtual gala report, Silvia Foster-Frau

Tony Quesada, Michael Quintanilla and Telemundo did a great job putting it together! It had 2.4 thousand views.

Good example of something we can do in the future and who to ask us to help pull it through. We also raised a little bit of money from it.

Silvia: Before pandemic, we were looking at a grant's committee to give out money, but now we have to tighten up our belt and come up with more creative ways of fundraising.

5) Curbside Fiesta medal distribution discussion

Krista: Fiesta medal giveaway in November when Fiesta should have been and a potential way of fundraising. To begin with, we thought of doing this to give people their medals, but due to social media excitement, we are looking to potentially add to website.

Teresa: Other organizations have been doing something, where they usually have someone famous giving them out or giving out food.

Laura G.: Partner with a Hispanic-owned business to help elevate both of our names and help support a small business. Ideas of businesses: Folklores Coffee or Azteca Coffee. Member Melody knows Folklores' owners; Jeannette and Jose know Azteca's owner.

Esther: 300 ordered. Selling it for \$10 and allowing people to make extra donations to the organizations. Likes the idea of an event during November with other organizations to have a small Fiesta.

We have about 100 that would be picked up, and 200 medals that might be available to sell. We need to check addresses for others.

Diana: Send out an email and if you don't get it by pick-up date, then you can send to others.

Jose: South Town Art Gallery on South Flores owner Albert Gonzales would allow us to use the space.

Ad hoc committee set up to put everything together: Laura Garcia, Esther Foster, Melody Rodriguez, Yolanda Haymon, Teresa Nino

On next month's agenda, we will get a full report from the medal committee.

6) SAAHJ members running for NAHJ board

Nora Lopez, the immediate past president of SAAHJ, is running for board president of the National Association of Hispanic Journalists. Diana Fuentes, a former SAAHJ president and treasurer, is running for NAHJ financial officer. And SAAHJ member Arelis Hernandez is running unopposed for vice president for print.

All three addressed the membership with their platforms and experience.

Learn more about the candidates [here](#) and don't forget to vote if you are an NAHJ member during the week of Sept. 28 – Oct. 2!

Highlights of what they said during the meeting:

Diana: Has already served as financial officer and has been treasurer for AP, SAAHJ, SPJ and others. Has business experience and was in charge of budget and when metro editor handled budget there and was in charge of the budget for the community papers and was the publisher at Del Rio. The bylaws for NAHJ show that the financial officer has to ensure transparency, and that's the big reason why she wanted to run.

Nora: Was a former NAHJ board member. Likewise, was spurred to action when the organization tried to postpone/ cancel the election with no communication. Wants to restore integrity and transparency to the group. People are willing to meet online through the pandemic and is pushing for online meetings so everyone can join in and wants to post meetings online and be more transparent, because right now this isn't clear. "We always want to put the truth out there." Also wants to expand training to consider all ranges – i.e. this past virtual conference was very geared to new journalists, but not much focus for mid- to senior-level reporters. Pledges to continue to advocate for Latinos throughout newsrooms.

Teresa added that there is a panel on Monday 21 at 4 p.m. that will feature Nora and Silvia moderated by her with UTSA.

Areli: Running unopposed. Has been in San Antonio for a year. First time in first majority-minority city. She is running unopposed, but she wants to earn vote. She has been running things in the background for a while. Has done student programs for NAHJ, SPJ, etc. with high school and college students. Because of what happened with the lack of transparency and has been part of the NAHJ

bylaws committee, and decided to step up and be a leader. There's a lot of work that needs to be done under the hood, and I'm ready to work. Wants to focus on data—collect this and know who the membership is and is just a basic function to see if the programs meet the need of the membership. Right now really isn't an added value to NAHJ and wants to change this. Also wants consistency from one board to another and develop a leadership pipeline.

Comments from members:

Michael: maybe we should also have the same mentorship idea of mentoring each other and bridging both experienced and less experienced to our SAAHJ members.

Laura: Could improve locally with collecting data and would like to see a roster that we can share with the general membership with contact information available to SAAHJ membership to access. We would need to get the members to opt in to give their information.

Look for an email with the committees that we have established so you can reach out to the head person for each one and move forward with ideas.

7) Overview of bylaws recommendations, Silvia Foster-Frau

Teresa and Diana are co-chairing this committee. Steven will be on there as a board member. If you are looking at ways on how we should be run, this is the one you should be a part of.

Silvia provided recommendations that were largely focused on election process.

Diana can be contacted at dfuentes1964@yahoo.com.

Francisco also would like to be a part of this committee.

8) SAAHJ merchandise update, vice-president Krista Torralva

Three t-shirt have been designed so that we can sell.

The guy who designed it – Andrew – prints t-shirts, so we can get another design.

Our message we want to convey is Diversity Matters.

Recommendation by membership is to reach out to members Imelda Robles and Joaquin Herrera to design something that is more reflective of our membership.

Diversity matters need to be bigger.

Form a small committee to design it.

Hoping to have this ready for curbside event so board can be wearing it.

Pricing: Going to depend largely on how many we buy and colors we have.

12 count with 4 colors at \$306 with tax

12 count with 3 colors at \$269 with tax

30 count with 4 colors at \$510 with tax

30 count with 3 colors at \$455 with tax

Jeannette will connect Krista with Joaquin and Michael can connect her with Imelda.

Yolanda moves to adjourn, Jeannette seconds.

Meeting adjourned at 12:18 p.m.