

Candidate Statement:

Leadership, Trust and Experience. Those are the three reasons why I'm asking you to support Manuel De La Rosa in being your next Vice President of Broadcast for the National Association of Hispanic Journalists (NAHJ). Those are the most important traits needed to help lead this organization through the difficult times we are facing. I want your support because I can provide the great leadership NAHJ needs, I can be a leader who can connect and deal with the problems the industry is facing and make this organization a force in the industry.

My goals for the next two years of my term are recruit members back to NAHJ who haven't renewed their membership, get freelancers and multimedia members to join the group and get more Spanish Language members. We plan to put into effect a marketing plan, aimed at showing these potential members why they should be a part of the NAHJ and utilize every leader possible in the group to recruit them. I also want to lower our membership fees and keep our convention rates affordable for members. I'll promise to get our organization out of the current financial problems by eliminating lavish spending and living within our budget. Lastly, I want to have a personal relationship with broadcast members who call our NAHJ office for help and getting the needs of those members addressed.

My accomplishments while on the NAHJ board over six years of the last decade have been speaking on behalf of diversity for broadcast members to the RTNDA and broadcast leaders when I was VP of Broadcast, advocating for keeping and getting more Hispanics into broadcast journalism. I'm willing to fight and meet with any network and media companies President or executives to explain why they need Hispanic journalists in their newsrooms. I've taken many stances on criticizing news organizations for poor coverage of Latinos and unfair depictions of Hispanics in news stories. If I see something as VP of Broadcast, I will call out the news organization and give them options to correct their unfair coverage of Latinos. I've opposed cross ownership rules in the news industry for about 10 years, and speaking out against big companies, like Comcast, from buying networks, like NBC, because it eliminates jobs and hurts news coverage.

For those displaced or unemployed, I'll continue to organize multimedia workshops, giving broadcast members the skills need to survive in the industry. I'll make sure the prices are affordable for our broadcast members so they'll get state-of-the-art training. I also support giving members, who don't have a job, a membership discount and/or convention discount, so they can still attend our convention and get back on their feet.

Please support my candidacy for NAHJ VP of Broadcast because of my leadership, trust and experience. I'm a NAHJ Lifetime Member, who has been active for 20 years. I'm the type of leader we need during these times. This isn't a popularity contest and we need leaders right now in NAHJ, not followers.