

## **Candidate Statement:**

For months now, NAHJ has asked its members to “Count Me In” to help the group raise money.

Now, it’s time for NAHJ to tell members to “Count On Us.” Count On Us to provide better multimedia training. Count On Us to build better partnerships with other nonprofit journalism organizations to improve current programs. Count On Us to create more chapters to recruit new members and be more responsive to members. Count On Us to become a stronger advocate against editors and news directors who, in 2010, continue to give us tired excuses why they don’t have enough Latino journalists in their newsrooms.

But before we can do this, our revolution needs to be financed.

Currently, NAHJ is facing financial difficulties that threaten its very existence. Not only are we facing a deficit of money, we are facing a deficit of morale and purpose.

As your financial officer, I will conduct a thorough review of all of NAHJ’s finances and investigate new sources for revenues and ways to cut costs. I propose the following:

- 1) I believe we should look into cutting membership rates/ registration fees during our NAHJ recession. We can introduce a "re-entry discount" to those members who have not renewed membership for three years or longer.
- 2) We can better coordinate NAHJ Regional Conventions by building stronger relationships with local universities. As someone who recently helped organize a regional conference in Boston, working with NAHJ is a nightmare. A better working relationship with our universities will help create better conference and cut cost.
- 3) We should institute an annual evaluation for the executive director position just like states require reviews for school superintendents. This will help us better determine salary raises based on job performance and make staff more accountable to NAHJ members.
- 4) Look into moving the NAHJ national office out of the National Press Club and consider a university site. All of our options need to be investigated.
- 5) Start a year fellowship at some university that will allow a mid- to late-career journalist to take a year off and teach J-school classes. This will help us diversify J-schools and also help members transition into teaching.
- 6) Create an NAHJ speakers bureau. Let's get a list of columnists and bloggers ready and have them engage on talk shows.
- 7) More executive training for our members looking to become general managers, news directors, executive producers or editors.

8) Start a Parity Retention project.

9) Create and charge for an NAHJ iPhone/iPad app that allow members to post their stories so other members can see them.

10) Have a national convention in Los Angeles. Period. Any beef NAHJ had with CCNMA happened when I was 2<sup>nd</sup> grade. We need to go to LA and recruit new members.

As someone who has trained himself in multimedia journalism and a long-time member of NAHJ, I am asking for your vote. Join me in helping create NAHJ as a destination organization once again.