

Propósito y Objetivos

La Asociación Nacional de Periodistas Hispanos (NAHJ) fue creada en abril de 1984. El orgullo profesional y cultural de los periodistas hispanos es la esencia de esta dinámica y joven organización. A través de la asociación, su unidad y visibilidad nacional, los periodistas hispanos han establecido cinco objetivos principales:

- 1. Organizar y dar apoyo a los periodistas hispanos que trabajan en medios masivos tanto en español como en inglés.
- 2. Promover entre los hispanos el estudio de las carreras periodísticas.
- 3. Asegurar el trato justo de los hispanos por parte de los medios masivos de comunicación.
- 4. Impulsar la contratación y progreso profesional de los hispanos trabajando en medios de comunicación.
- 5. Fomentar mejor entendimiento de la cultura de los periodistas hispanos, así como sus intereses y preocupaciones.

Estructura de NAHJ

Encabezando la asociación se encuentra una **junta directiva de 16 miembros**, ocho de los cuales son directores regionales representando los diversos sectores de los Estados Unidos y el Caribe. El trabajo diario de la asociación está a cargo de un equipo profesional de tiempo completo basado en el National Press Building en Washington, D.C.—incluyendo el **Director Ejecutivo; Gerente de Programas Educativos**, quien coordina las actividades de NAHJ en universidades y escuelas secundarias; y **Gerente del Job Exchange**, el servicio computarizado de bolsa de empleo al servicio de estudiantes y profesionales hispanos en comunicaciones.

Mas de 1,000 personas se han hecho miembros de NAHJ desde 1984. Hay seis tipos de membresía: (1) **Regular**, para personas que trabajan en medios informativos de tiempo completo; (2) **Académico**, para maestros de comunicaciones a nivel universitario; (3) **Asociado**, para profesionales de medios que no sean periodistas; (4) **Estudiante**, para personas que estudian carreras periodísticas a nivel universitario; (5) **Honorario**, nombrados a la discreción de la mesa directiva; y (6) **Patrocinador**, para aquellas personas o compañías que apoyan los fines de la asociación.

Actividades de NAHJ

NAHJ ha desarrollado una serie de proyectos significativos para los hispanos en los medios de comunicación. Las siguientes, al igual que otras diversas actividades de la asociación, se anuncian regularmente en el Boletín NAHJ, que se envía mensualmente a todos los miembros y amigos de la asociación.

- 1. La **Conferencia Nacional de NAHJ**: es la reunión anual de los miembros de la asociación. La conferencia de 1989 en San Juan atrajo a 1,200 profesionales hispanos en todos los medios de comunicación. La conferencia de 1990 está programada del 11 al 14 de abril en la ciudad de San Francisco.
- 2. Cada año, NAHJ organiza varias **Conferencias Periodísticas para Estudiantes** con el propósito de informar a éstos sobre las distintas oportunidades de empleo que existen en los medios de comunicación.
- 3. La **Competencia Nacional de Escritura**: para crear interés en carreras periodísticas en estudiantes hispanos. Estudiantes de más de quince ciudades participaron en la competencia de 1989 y los ganadores fueron reconocidos durante la Conferencia Nacional de NAHJ en San Juan. La competencia anual está abierta a todos los estudiantes a nivel de secundaria.
- 4. **Premio Anual de Periodismo NAHJ**: reconoce excelencia periodística en prensa, televisión, radio y fotoperiodismo. Este premio es otorgado en honor al distinguido periodista Guillermo Martínez Márquez.
- 5. **Becas NAHJ**: distribuidas cada año a estudiantes universitarios de periodismo en televisión, radio y prensa.
- 6. **Conferencias regionales e internacionales** se llevan a cabo regularmente con el propósito de discutir asuntos de especial relevancia para los profesionales hispanos en periodismo. Desde 1987, se han llevado a cabo conferencias regionales en El Paso, Nueva York, San Juan, Miami, Houston, Albuquerque, San Antonio, Ixtapa, México, y Washington, D.C.

NAHJ sigue creciendo cada año, tanto en el número de sus miembros como en las diversas actividades que realiza a favor del periodista hispano. El año de 1990 será el más productivo hasta la fecha para la asociación. NAHJ acepta con gusto su apoyo y participación en todos sus programas y servicios.

The 1989-90 NAHJ Board of Directors

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National Association of Hispanic Journalists
634 National Press Building
Washington, D.C. 20045

National Association of
Hispanic Journalists

“Committed to the betterment of the Hispanic community
and the field of journalism in the United States”

1990
Membership Prospectus

Purpose and Objectives

The National Association of Hispanic Journalists (NAHJ) was established in April, 1984. At the heart of this dynamic organization is Hispanic journalists' strong sense of pride in their professionalism and their cultural heritage. They seek recognition for their skills and oppose demeaning stereotypes of Hispanic Americans. NAHJ members also want to create more educational opportunities for young Hispanics who wish to pursue careers in the media. Specifically, through the unity and national visibility offered by NAHJ, they have five principal objectives:

1. To provide mutual support for Hispanic journalists in both English-language and Spanish-language media.
2. To encourage the study and practice of journalism and communications by Hispanics.
3. To promote fair treatment of Hispanics by the news media.
4. To further employment and career development opportunities for Hispanics working in the news media.
5. To foster a greater understanding of the special cultural identity, interests, and concerns of Hispanic journalists.

NAHJ Structure

NAHJ is governed by a **16-member board of directors**, comprised of eight national officers plus regional directors who represent eight geographic sections of the United States and the Caribbean. The board meets quarterly to guide the policies and programs of the association.

The daily work of the association is managed by a fulltime professional staff which is housed at the National Press Building in Washington, D.C. The staff includes an **executive director**, an **educational programs manager** who coordinates NAHJ's activities with colleges and high schools, and a **professional programs manager** who is in charge of NAHJ Job Exchange, the association's computerized employment referral service for Hispanic students and professionals in the media.

More than 1,000 individuals have joined NAHJ since 1984. There are six classes of membership: (1) **Regular**, for those working fulltime in the news media; they may vote and hold office; (2) **Academic**, for college-level journalism educators; they may vote but not hold office; (3) **Associate**, for media professionals who are not journalists; they cannot vote; (4) **Student**, for those pursuing a journalism education in college; (5) **Honorary**, awarded by the board in recognition of special service and distinction for Hispanics in the media; and (6) **Sponsor**, for individuals and companies that support the goals of the association.

NAHJ Activities

NAHJ has successfully undertaken many projects of importance to Hispanics in the media. These and all other activities of the association are regularly announced in the NAHJ Newsletter, which is mailed monthly to members and friends of the association.

1. The **NAHJ National Conference** is the association's annual membership meeting. It is held in April and features dozens of panels/workshops, a Job Fair, prominent guest speakers, company exhibits, and an exhibition by Hispanic photo-journalists. The 1989 national conference was held in San Juan, Puerto Rico, and attracted 1,200 Hispanics working in all areas of the media throughout the country. The 1990 conference is scheduled for April 11-14 in San Francisco.
2. The **NAHJ National High School Writing Contest** is designed to inspire student interest in journalism as a career. This annual competition is open to all high school students, and it features national awards for the best essays or published stories written in English and in Spanish.
3. Each year NAHJ organizes various **Journalism Student Conferences** to inform high school and college students about career opportunities in the media. Some conferences feature panel discussions while others provide hands-on training in writing, resume preparation and other necessary skills.
4. Annual **NAHJ journalism awards** recognize excellence in print, television and radio news and photojournalism. NAHJ's major award is named in honor of Guillermo Martinez-Marquez, a distinguished Hispanic journalist.
5. **NAHJ scholarships** are available to students pursuing a career in print or broadcast journalism. The association's scholarship program includes the *Mark Zambrano Scholarship* which is provided by a grant from the Chicago Tribune Foundation, plus journalism scholarships provided by The Washington Post, Southwestern Bell and the National Hispanic Scholarship Fund.
6. **Regional and international journalism conferences** are regularly conducted by NAHJ to address issues of special relevance to Hispanic journalism professionals and students. Since 1987, regional conferences have been held in El Paso, New York, San Juan, Houston, Albuquerque, Miami, San Antonio, Washington, D.C., and Ixtapa, Mexico.

NAHJ is growing in membership and activities every year, and 1990 promises to be another exciting and productive year for the association. NAHJ welcomes your support and participation in its many programs and services.

NAHJ JOB EXCHANGE

A computerized job referral service

NAHJ is proud of the success of its media employment referral service, which was inaugurated in 1986. **NAHJ Job Exchange** has now established contact with more than 400 print and broadcast media outlets nationwide and compiled a resume databank of hundreds of Hispanic students and professionals in the media. In less than three years of operation, **NAHJ Job Exchange** has placed nearly 100 persons in jobs and internships.

NAHJ Job Exchange is a service designed to help members and friends of the association find employment in both English-language and Spanish-language newspapers, magazines, wire services, radio and television stations and other media-related fields, such as advertising, public relations and academia. The service addresses the total spectrum of career opportunities in the media, from *internships* for students, to *entry-level* jobs for recent graduates, to *advanced* positions for experienced professionals.

How NAHJ Job Exchange Works

NAHJ maintains a computerized database of resumes of Hispanic students and professionals in the media. As soon as NAHJ learns of a job opening, the computer is used to quickly search through the resumes to identify the most qualified candidates. NAHJ then notifies the media employer as well as the prospective job candidates so they can arrange an interview or try-out. Thus, **NAHJ Job Exchange** provides rapid, tailor-made job referrals that meet the needs of both job seekers and media employers.

Job seekers can easily enroll in the Job Exchange service by sending the following materials to NAHJ: (a) a current resume; (b) a cover letter briefly describing particular job interests (such as salary and geographic preferences); and (c) an annual enrollment fee of \$50. NAHJ members are automatically enrolled in the **NAHJ Job Exchange** and need not pay the annual enrollment fee.

Media employers who are seeking qualified job applicants can simply phone the NAHJ office with a description of their job opening. NAHJ is proud of its rapid response to such job notifications. For regular postings of their job opportunities, employers are encouraged to place **NAHJ Job Exchange** on their mailing list.

Annual National Job Fair

Every April at the NAHJ National Conference, **NAHJ Job Exchange** conducts a job fair. Media recruiters are provided with an enclosed booth for personal interviews plus resumes of all prospective job candidates. NAHJ screens the applicants according to each recruiter's criteria and then prepares a slate of scheduled interviews for the recruiters.

The NAHJ Job Fair is an excellent opportunity for recruiters to meet a large number of Hispanics in the media—especially professionals with many years of experience. At the 1989 Job Fair in San Juan, 69 print and broadcast companies conducted interviews with hundreds of Hispanic job seekers. The next NAHJ Job Fair is scheduled for April 13-14, 1990, at the St. Francis Hotel in San Francisco.

For More Information

In charge of the NAHJ Job Exchange is **Jocelyn Córdova**. Any media employer or job seeker wishing to make use of the NAHJ Job Exchange is invited to contact Jocelyn at NAHJ headquarters in Washington, D.C. **Phone** (202) 783-6228. Or **write** to 'NAHJ Job Exchange, 634 National Press Building, Washington, D.C. 20045.'

NAHJ SPONSORS

NAHJ has been fortunate to receive generous contributions from many organizations since its founding in 1984. The association is therefore pleased to acknowledge the kind interest and support of these fine companies and foundations.

Special thanks is reserved for the exceptional support of the **Gannett Foundation**. The organizing process for NAHJ began in 1983 by virtue of a \$50,000 start-up grant from the Gannett Foundation. This seed money was supplemented by a second grant of \$50,000 in 1984. Without such assistance, NAHJ could not have been established nor progressed so rapidly in its brief existence. NAHJ is honored by the Gannett Foundation's continued interest and financial assistance up to the present.

PRINCIPAL GRANTORS

\$30,000 or more in total contributions since 1984

Capital Cities/ABC, Inc.
CBS Television and Radio Stations
Chicago Tribune Foundation
Corporation for Public Broadcasting
Gannett Foundation
Knight Ridder Newspapers

Miller Brewing Company
New York Times
Noticias del Mundo
Phillip Morris USA
Times Mirror
Univision, Inc.

MAJOR SPONSORS

\$10,000-\$30,000 in total contributions since 1984

Anheuser-Busch Companies
Banco Popular de Puerto Rico
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St. Petersburg Times
Santa Fe New Mexican
San Juan Star, Puerto Rico
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Tourism Company of Puerto Rico
Vista Magazine
WFSB-TV, Hartford
WLTV-23, Miami
Wall Street Journal
Washington Times
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National Association of Hispanic Journalists

March 27, 1990

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New York Newsday
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ROSALIND SOLIZ
KERA-TV, Dallas
VP, Broadcasting

DON FLORES
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Executive Director

JOCELYN CÓRDOVA
Career Programs Mgr.

ANA MARIE PALEOLOGOS
Educational Programs Mgr.

NILSA VARGAS
Secretary

Hector P. Garcia, M.D.
Founder, American G.I. Forum
1315 Bright Street
Corpus Christi, Texas

RE: Guest of Honor at the NAHJ National Conference, April 14

Dear Dr. Garcia:

On behalf of the National Association of Hispanic Journalists (NAHJ), it is my pleasure to invite you to be the guest of honor at our upcoming national conference. This invitation is an expression of our deep respect and appreciation for your lifelong efforts as a leader of the Hispanic community in the United States. Your dedication and remarkable achievements are truly inspirational, and we are grateful to have this opportunity to honor you.

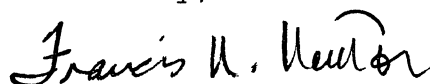
The NAHJ National Conference is scheduled for April 11-14 at the Westin St. Francis Hotel in San Francisco. The event at which we wish to honor you is a gala awards banquet on Saturday, April 14th, 7 p.m. to 10 p.m. in the Grand Ballroom of the St. Francis.

At the banquet, you would of course be our guest at the headtable. During the dinner program, we will present our award to you. Our plans for the banquet do not include a major speech by anyone, since the program will be filled with several award presentations (to yourself, three journalists, and a few student winners of NAHJ scholarships). But we would be honored if you wished to take few minutes to address our conference attendees.

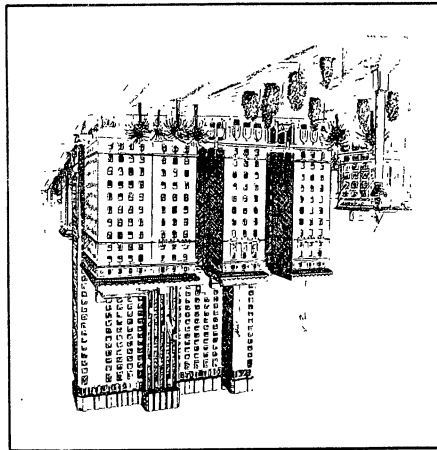
As our guest of honor, NAHJ is pleased to assume the expense for your airfare to San Francisco and your accommodations at the Westin St. Francis. I have already taken the liberty of reserving a room for you for Friday & Saturday nights, April 13th and 14th. If you need an extra night, please contact the NAHJ office at your earliest convenience so we can make the necessary hotel arrangements.

For your information, I am enclosing some background materials about NAHJ and this year's conference. If you require any additional information, please feel free to contact us. We look forward to seeing you in San Francisco.

Sincerely,



Frank Newton, Ph.D.
Conference Consultant



**NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES**

BUSINESS REPLY MAIL

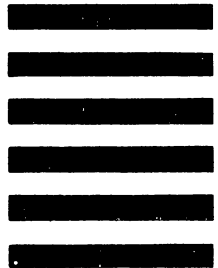
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Union Square, 335 Powell Street
San Francisco, California 94102

Attention: Reservations Manager



Reservations Request

I will be attending **National Association of Hispanic Journalists**
 National Hispanic Media Conference
 April 10 - 16, 1990

Arrival Date _____ Hour* _____ Departure Date _____

Name _____
(Please print)

Company _____

Address _____ City _____ State _____ Zip _____

Credit Card _____ Number _____ Exp. Date _____

☐ Enclosed is my check made payable to The Westin St. Francis.

*Reservations subject to cancellation after 6 P.M. unless held by a deposit or credit card guarantee. If the reservation is not honored on the day of arrival, or is cancelled within 72 hours of scheduled arrival, the room will be billed for one night and then the reservation will be cancelled.

Please circle desired accommodations

PER DAY

MAIN BUILDING

	Single	Double
STANDARD	\$88	\$88
MEDIUM	\$98	\$98
DELUXE	\$108	\$108

FOR CHANGES IN ACCOMMODATIONS PLEASE CONTACT RESERVATIONS DIRECT (415) 956-5390
FOR GENERAL HOTEL OR GUEST INFORMATION PLEASE CALL (415) 397-7000

All sleeping room accommodations are subject to 11% city tax. If a room at the rate requested is unavailable, one at the nearest available rate will be reserved.

Reservation requests must be received 30 days prior to commencement of convention. Requests received after 30 day cut-off confirmed subject to availability.

National Association of Hispanic Journalists

1990 National Conference

April 11–14, 1990

Westin St. Francis Hotel • San Francisco, California

REGISTRATION FORM

Pre-registration Deadline: March 16, 1990

Fecha límite para pre-matricula: el 16 de marzo de 1990

Please type or print:

Name/*Nombre* _____

Title/*Título* _____

Affiliation/*Empresa* _____

Address/*Dirección* _____

STREET

SUITE/APT

CITY

STATE

ZIP

Telephone/*Teléfono* _____

Early Registration Fee (up to March 16):

☐ \$150 for NAHJ members

☐ \$200 for non-members of NAHJ

This fee includes attendance at all conference functions, including receptions on Wednesday and Thursday, luncheons on Thursday and Friday, a dinner/dance boat cruise on Fricay*, and dinner on Saturday.

Late Registration Fee (after March 16):

☐ \$200 for NAHJ members

☐ \$250 for non-members of NAHJ

Student Registration:

☐ \$75

One-Day Registration Fee:

☐ \$ 75 Thursday

☐ \$115 Friday

☐ \$ 60 Saturday

Options

I wish to purchase extra individual event tickets.

Please check below:

☐ \$40—Thursday luncheon

☐ \$40—Friday luncheon

☐ \$75—Dinner/dance cruise, Friday*

☐ \$60—Saturday banquet

\$_____ Total Payment

Please make check payable to: **NAHJ**.

Sorry, we cannot bill you. All fees must be paid in advance and must accompany this registration form.

*Limited quantity of tickets available for Friday's boat cruise

Matrícula Completa hasta el 16 de marzo:

☐ \$150 para miembros de NAHJ

☐ \$200 para los que no son miembros de NAHJ

Cubre asistencia a todas las funciones de la conferencia, incluyendo recepciones el miércoles, y jueves, almuerzo el jueves y viernes, un baile/banquete en Crucero el viernes,* y cena el sábado.

Matrícula Después del 16 de marzo:

☐ \$200 para miembros de NAHJ

☐ \$250 para los que no son miembros de NAHJ

Matrícula de Estudiante:

☐ \$75

Matrícula por Día:

☐ \$75 jueves

☐ \$115 viernes

☐ \$ 60 sábado

Opciones

Deseo comprar boletos extra para eventos individuales.

Por favor marque:

☐ \$40—Almuerzo del jueves

☐ \$40—Almuerzo del viernes

☐ \$75—Baile/cena en Crucero del viernes*

☐ \$60—Banquete del sábado

\$_____ Pago total

Remita cheque pagadero a '**NAHJ**'.

Sentimos no poderle enviar la cuenta. Todas las cuotas deben acompañar esta solicitud de matrícula.

*Cantidad limitada de boletos para el Crucero del viernes.

Please send the completed registration form and payment to:

NAHJ 1990 Conference
529 14th Street, NW, Suite 634
Washington, DC 20045

[For more information, phone NAHJ at (202) 783-6228.]