NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

NAHJ

ASOCIACIÓN NACIONAL DE PERIODISTAS HISPANOS

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (NAHJ)

CHAPTER HANDBOOK

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ABOUT NAHJ

The National Association of Hispanic Journalists (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists.
NAHJ is governed by an 18-member **board of directors** that consists of executive officers and regional directors who represent geographic areas of the United States and the Caribbean. The national office is located in Washington, D.C.

NAHJ has over 3,000 members, including working journalists, journalism students, other media-related professionals and journalism educators.

The goals of the association are:

- To organize and provide mutual support for Hispanics involved in the gathering or dissemination of news.
- To encourage and support the study and practice of journalism and communications by Hispanics.
- To foster and promote a fair treatment of Hispanics by the media.
- To further the employment and career development of Hispanics in the media.
- To foster a greater understanding of Hispanic media professionals' special cultural identity, interests, and concerns.

NAHJ is constantly adding to its list of exciting programs. They include:

- Regional workshops and webinars
- National convention and Career Expo
- Mid-career and professional development programs
- Online Career Resource Center
- Journalism awards
- Internship and fellowship listings
- Student journalism workshops
- E-Newsletter
- Scholarships

NAHJ CHAPTERS

In April 2005, members in Orlando, FL. and in Charlotte, N.C. officially created the first two chapters of NAHJ. In late 2005, NAHJ had it's first student chapter at Brooklyn College. Today we have more than 25 professional chapters and 25 student chapters.

The formation of chapters brought NAHJ to a new stage in its development. Through chapters, networking, events, information sharing and some training opportunities take place. It is at the local level that we carry out our mission to increase the recognition and professional advancement of Hispanics in the news industry.

Professional chapters will be located in such cities, municipalities, or areas the national Board of Directors approves. No more than one professional chapter may be established in any one county or parish. City or area-wide campus chapters may be established by two-year or four-year colleges or universities within a radius of 75 miles, provided that at least one college or university involved has a school or department of journalism or offers courses of study relevant to the scope of the study of journalism.

We hope the chapter manual will help you clarify your role as a chapter officer and your obligations to the national organization and chapter members. If, after reading this manual, you have additional questions on professional chapters, please contact Program Registration and Member Engagement Manager Isabella Di Giglio by email at **Idigiglio@nahj.org**. For questions about student chapters, please contact NAHJ's Director of Next Gen. Initiatives, Leslie-Anne Frank by email at **lafrank@nahj.org**. For a complete listing of NAHJ Chapters please visit our website at **www.nahj.org**.

Professional Chapter Certification

The approval process begins when a minimum of ten current dues-paying NAHJ members submit the documents listed below.

1. **A completed application** (PDF)
2. A letter to the Training & Membership Director informing the national association of their desire to establish a chapter. This letter should include the goals and purpose of the group.
3. A letter of recommendation from the regional director in support of the new chapter formation and reasons to support chapter recognition.
4. A membership roster that includes each member's name, media affiliation, job title and signature to affirm their desire to be part of the chapter.

Upon receipt, verification and approval of the above-mentioned documents, the prospective chapter should then contact the NAHJ office for further instructions on holding elections.

As you recruit members they can join online at https://nahj.memberclicks.net.

Student Chapter Certification

The approval process begins when a minimum of ten current, dues-paying NAHJ student members submit the documents listed below.

1. **A completed application** (PDF)
2. A letter to the Director of Next Gen. Initiatives informing the national association of their desire to establish a chapter. This letter should include the goals and purpose of the group.
3. A letter of recommendation from the regional director in support of the new chapter formation and reasons to support chapter recognition.
4. A membership roster that includes each member's name, school, major and signature to affirm their desire to be part of the chapter.
5. A letter of nomination from the student chapter adviser, who must be either a full-time journalism professor or a full member of NAHJ.
6. A letter of nomination from the local professional chapter, if there is one nearby. The student chapter should have the support of a nearby professional chapter whenever possible.
7. Links to the school's newspaper and or other news media.

Upon receipt, verification and approval of the above-mentioned documents, the prospective chapter should then contact the NAHJ office for further instructions on holding elections.

You must be a student member, advisor, or an academic member to be affiliated with a student chapter.

As you recruit members they can join online at https://nahj.memberclicks.net.

HOLDING A PRE-CERTIFICATION MEETING

The first step to applying for certification is that your chapter will need ten current, dues-paying members to request certification. We advise that you schedule a Pre-Certification Meeting in which you invite current, lapsed and potential members.

In this meeting, members will appoint someone to work on the chapters' behalf, a representative (more than likely that will be you). At this meeting, the representative will lead the discussion on what the chapter envisions itself doing and give members/potential members info on NAHJ and chapter leadership roles to garner their support once the chapter is certified. We advise that the representative:

- Come to the meeting with four or five programming ideas
- Bring NAHJ materials, (membership application, fact sheet. etc.)

Below are some helpful hints/talking points in leading this meeting:

- Facts about NAHJ
- NAHJ Goals: 1) To organize and provide mutual support for Hispanics involved in the gathering or dissemination of news. 2) To encourage and support the study and practice of journalism and communications by Hispanics. 3) To foster and promote the fair treatment of Hispanics by the media. 4) To further the employment and career development of Hispanics in the media. 5) To foster a greater understanding of Hispanic media professionals' special cultural identity, interests, and concerns,
- Some benefits of being a member include: networking opportunities; career/professional development; job fair/job board; being part of a group of professionals with similar interests/experiences; national conventions; monthly E-newsletter; providing mentoring to the next generation of journalists and life-long friendships.
- Talk about your experience at any/all conventions you've attended.
- Get the group excited about annual conference.
- Share your programming ideas.
- Ask for programming ideas from the group.
- **Get lapsed and potential members to join onsite!** Applications are also more likely to be submitted if YOU collect them (with payment) and mail them to the national office.
- Gather signatures to apply for certification.
- Make plans for holding the next meeting.

STEPS TO HOLDING CHAPTER ELECTIONS

Here is information on holding elections for chapter officers and ensure that the process is handled fairly and accurately. The chapter must complete its election 30 days before NAHJ's general elections.

All chapters will hold elections at the same time as the national association. Some of the main purposes of holding elections are for consistency (so that members know that during the same time of the year, every year, they will elect their board) and leadership grooming (so that chapter presidents can groom leaders and members can get involved in becoming leaders).

1. Appoint an Elections Chair

This person might be someone who has expressed an interest in helping your chapter but would prefer not to have a year-round position. He/she cannot run for office while serving as elections chair. This person will work directly with the membership and chapter relations coordinator to see the election process through from beginning to end. This person will be the voice of the election process for your chapter. This person must work with NAHJ's membership director to obtain the following:

- To verify that all candidates are qualified to run for office by checking candidates' membership status and candidate's employment.
- To get a list with all members in good standing who are eligible to vote.

2. Obtain a List of the Chapter Members

The membership and chapter relations coordinator will provide you with current and lapsed member lists. Targeting lapsed members in this process is a good way to entice them to rejoin the organization. Current and lapsed members are allowed to participate in the nomination process; however, only current members are allowed to participate in the election of officers.

3. Issue a Call for Nominations

You can do this by e-mail. The announcement should list which offices are up for election and include a detailed description of the responsibilities of each officer. Some chapters may want to put together a slate of officers to cover the desired board seats. Make sure to give enough time for people to consider running for office. Set the date at least a month in advance; two months will allow more time to take the following steps.

4. Set a Deadline for Accepting Nominations

Stick to the deadline you've set. Except in cases in which there are no candidates for certain offices or if your board decides there are extenuating circumstances, do not ignore the deadline.

5. Set a Date for the Election

Leave enough time for campaigning. Select elections chair and prepare a timeline.

6. Ask Candidates to Prepare a Statement

These statements should be sent to those eligible to vote. You can set whatever word limit you want for each candidate's statement. The statement should explain why they're running and what they offer. In the case of truly competitive elections, make sure you adhere to the word count limit to avoid any challenges. Even if there is no competition, you should still distribute candidate statements to let your members know who is running and why.

7. Hold a Candidate Forum

This is an option for bigger chapters. Let competing candidates talk to members in a more formal chapter meeting or virtual meeting about why members should vote for them. This session, while not mandatory, will provide members with the most information possible. It also can be held the day of the election before voting begins if you choose to do in-person balloting.

8. Determine the Balloting Procedure

Each student and professional chapter shall have as officers a president, vice president, a secretary, and a treasurer. In addition, the chapter board can create other leadership roles such social media coordinator, web master, job fair chair, etc. (the number and positions can be determined by the chapter based on its needs).

Each chapter's officers shall be elected annually, according to the bylaws. Associate members are not allowed to hold positions. Associate members are not allowed to vote.

Depending on how many candidates are running, you may wish to prepare ballots in advance, as is done for national elections. Make it clear to everyone voting how to mark his or her ballots so there is no confusion. You may set up e-mail ballots, but only if you can ensure that the votes are coming from eligible members. For example, there should be one vote per e-mail address on your member roster. Paper mail ballots (or in-person voting) are preferable to ensure fairness. Absentee ballots should be mailed with a return envelope far in advance of the election deadline.

9. Have a Team Count the Ballots

That team should be composed of people not affiliated with any candidate. The size of the team can vary, but there should be at least two people who will count and recount the ballots to assure accuracy. If there is competition, you may allow a representative for each candidate to monitor the balloting procedure. This may be more necessary for larger chapters.

10. Announce the Winners

This should be done at the meeting if one is held. Be sure to follow up with the rest of your membership with an e-mail announcement.

Job Descriptions for Chapter Officers

President

- Ensures the chapter works to fulfill the strategic plan on the local level.

- Carries out requirements to maintain chapter certification, including submitting the annual report.
- Makes statements on behalf of the chapter and presides at most chapter events.
- Serves as the primary contact person for potential members.
- Works with chapter leaders to recruit new members and retain existing members.
- Is acquainted with most chapter members and works to meet their needs within the NAHJ mission. It is often the president's vision that guides the programming at the chapter level and helps develop the national organization through chapter work.
- Grooms a successor through outreach, recruitment and skills building. It is often the case that you will need to ask people to run for office, tell them what the job entails and encourage them with some examples of how it has benefited you.
- Facilitates, supports and assists with activities intended to support the mission of NAHJ, as managed by the NAHJ staff and approved by the Board of Directors.
- Keeps members informed of chapter activities through newsletters, e-mails, and social media.
- The president or any other board member from the chapter board must attend the annual conference. (Chapter may use its funds to pay for all or part of the conference expenses, however this it's up to the chapter board's discretion). Convening with other chapter presidents once a year is important. This meeting can also help with leadership training, skills building and networking.

Vice president

- In the absence of the president, the vice president shall perform all duties of the president.
- When so acting, the vice president shall have all the powers of, and be subject to all the restrictions on the president.
- The vice president shall assist the president and shall have other powers and perform such other duties as may be prescribed by the chapter board.

Treasurer

- Responsible for submitting an annual chapter budget to the national office and completing annual financial reports.
- Recipient of the chapter's bank statements
- Keeping the local bank account open and in good standing
- Issuing checks from the local bank account to pay for chapter expenses.

Secretary

- Taking minutes at meetings and sending them to chapter leaders and members.
- Greeting attendees at NAHJ events and asking them to sign in and make a nametag.
- Writing chapter newsletters, e-mails or other communications.
- Creating fliers, signs or other communication materials for the chapter as needed.

*Chapters may opt for additional elected leadership roles, including but not limited to: social media coordinator, web master, job fair chair, etc. The chapter may appoint members to non-elected positions based on its needs.

QUALITIES OF LEADERSHIP

If you have a job that requires managerial and supervisory skills, then being a chapter president will be a logical extension of that skill set. If you have not had any background in this area, remember that as a journalist you can become an expert in any field. This is no different. And it can be a lot more fun. Here are 11 qualities of leadership you bring to the table as a chapter leader.

1. See the Big Picture

A key leadership skill is vision — your vision in terms of where you see your chapter going and how you see your chapter growing in relation to the national organization and its initiatives for the next generation.

2. Be Organized

Create a plan that lists your goals and objectives. Take the time to identify (with some members of your local leadership team) the key issues your chapter is facing.

3. Learn to Prioritize

Be realistic not only in terms of the goals you set out to accomplish, but also be realistic in terms of the resources you have at your disposal to carry out this plan.

Keep it simple. It is better to lay out a few objectives and accomplish those successfully than to shoot for the moon and end up becoming frustrated, disappointed and ultimately burned out.

Work with what you have. Come up with five objectives. Make those objectives active, specific and real. And come up with a manageable time frame. Start off by making your action plans in increments of three months.

4. Build a Phenomenal Team

Create a local board that will support you and help execute your vision. Having the right people working with you is key. Figure out the best skills that individuals can bring to the table. If a person is outgoing and charismatic, maybe that is who should be planning your events.

There are several different ways that you could structure your management team. The most popular types are, creating committees or leadership positions.

Remember that even in a volunteer organization we all need clarity and direction. It is strongly suggested that you work with each person on your management team in creating written job descriptions so they all feel they are contributing and can buy into their own job responsibilities.

5. Delegate

Don’t be afraid to ask other people for help. Break large projects or tasks into manageable bites and find the best person for each job. Assign tasks, delegate event planning, and allow others to help build your chapter.

6. Establish Structures and Systems

As a leader you need to create the structures and systems that will ensure that your chapter can run efficiently. This could be as simple as having your team meet on a regular monthly or bimonthly basis.

7. Take Risks

Think outside of the box. Be creative and try new things.

8. Listen

Hear what people are saying. Take their advice. Listening to what your local board has to say about your chapter will allow you to be confident.

9. Be Decisive

You've weighed the pros and the cons. You've solicited advice from people. You've listened. Now make your decision, and stick to it. Since you relied on input from your members to make the right decision, thank them.

10. Encourage and Motivate

People are looking to you for their cues, and you set the tone. As a leader it is up to you to work with your team. There will be plenty of times when their energy lags. It's up to you to help the people who are helping you problem solve. Give them the freedom to do their best and be 100 percent supportive of them at all times (even when it is most difficult.).

11. Acknowledge

Always show your appreciation. In any job we need to hear positive reinforcement. "Nice job." "Thank you for your hard work." This is especially true in a volunteer organization. Thank those who work for you in private and in public.

NOW THAT YOUR CHAPTER IS OFFICIAL

There are a few things that will become important to the overall success of your chapter. Below are some items that you may wish to consider once your chapter has formed.

1. Obtain Contact Lists

Board members

Once the chapter board is in place, make sure that a board member contact list with all pertinent contact information is drawn up and distributed to all members of the board. This will help when meetings need to be called or important information disseminated. Be sure to provide the national office with this list, as soon as the board is elected.

Chapter members

It's always good to know whom your members are, where they are employed and how to reach them. The membership director will provide you with list of current members. You will also get the list of lapsed members in your chapter to help get members to renew.

2. Scheduling Meetings – Chapter and Board

The most effective way to run a chapter is to have regular meetings to facilitate communication. Board members should meet at least once a month, and full chapter meetings should occur at least once a quarter. The dates of these meetings should be made known as soon as possible so

that everyone is advised far in advance. Additionally, an agenda should be made available so that important topics are covered and made known. Reminders of meetings should come days before the meeting. Distributing the minutes from the meetings can be a responsibility of the chapter secretary.

3. Delegating Tasks Among Board Members

That depends on your chapter needs and how many members your chapter has. To accurately judge what needs to be delegated and to whom, compose a list of duties that need to be performed and distribute them to the board. You may also want to consider on having other leadership positions.

4. Developing Chapter Goals

Every chapter should have goals that it wishes to complete on annual basis. Those goals can include fundraising, increasing membership, playing host to panels or other journalism activities, and providing networking opportunities for members. In order to determine your goals for the chapter, the board needs to convene and discuss a plan. Set these goals into a schedule for your chapter, mindful that the chapter is not overtaxed. At both the mid-year meeting and convention board meetings, time is set aside for chapter presidents to brainstorm on such goals.

5. Creating a Chapter Calendar

A well-drawn calendar keeps the chapter active, informed and well networked. The most effective calendar can consist of a few items: journalism activities (such as panels and newsroom tours), chapter activities (such as fundraisers and chapter meetings) and social activities (such as parties and receptions). The calendar should be made available for everyone on the chapter's website, if you have one. An easy balance among these three groups of activities will keep the chapter productive. Be sure to let the national office and other chapters know of your activities and successes.

6. Marketing to Increase Membership

An important goal of NAHJ is to boost membership. Getting your local membership excited about the organization guarantees good word of mouth, and exposure through strategic marketing will get the name of NAHJ and your efforts as part of the local board recognized. Assertive and positive recruiting should also be extended to academic circles and media outlets as a whole.
Please keep in mind the national office would have to approve if the chapter wants to lobby, sent out statements, press releases, & setting up reporting guidelines.

New members that recently joined that did not indicate in their membership application that they would like to be affiliated with an existing chapter, please ask them to send an email to **membership@nahj.org** with the following information:

I, _____, am an NAHJ member in good standing and would like to be part of the _____ chapter

7. Communicating with the Membership

All NAHJ members should hear from their chapter board, especially their president, on a fairly regular basis. To assist in this process, you should create a chapter listserv and a chapter e-newsletter. The national office, will provide you with a list of current members for sending news and other correspondence to your members. An additional way to reach your membership is through an e-newsletter, the frequency of which should be at least once a month. An e-newsletter could include a listing of chapter events, happenings on a national level, job opportunities, website update advisories, a welcoming of new members, a link to the chapter website (if your chapter has one), and a personal message from the chapter president. Distributing the e-news can be a responsibility of the chapter secretary or VP for communications. Remember, all significant events such as lobbying, sending out statements, setting up reporting guidelines, must go to the national association for approval.

8. Finances and Fundraising for NAHJ Chapters

FINANCES

The NAHJ Board of Directors has agreed to give chapters 50% of all membership dues payments received for their chapter during the first year, and 30% after that. Members will pay dues directly to the national organization and indicate on the print/online membership application that they want to be considered a member of the chapter. We encourage chapters to recruit as many members as possible to grow membership and increase chapter funding. If you have questions regarding chapter finances, please **Program Registration and Member Engagement Manager IDiGiglio@nahj.org**.

FUNDRAISING

As it becomes self-sufficient, the chapter will need to raise funds for expenses. This type of fundraising is typically for small amounts and is meant to cover your chapter event costs and help sustain your chapter in its programming for the year.

DEVELOPING FUNDRAISING TACTICS

The first step to effective fundraising is finding out how much you have in your chapter account (which is maintained at the national office). Ask your treasurer to inform the chapter board of the amount at the beginning of each board meeting. A goal should be set in place to raise a certain amount by the end of the year through any number of fundraising methods. Fundraising can be managed through popular panel discussions, playing host to journalism speakers, cocktail receptions, silent auctions and minor fees for parties. You can do this as easily as charging admission at the door of each event or by holding a raffle or silent auction. Please check with the facility where you are holding the event to make sure there are no laws or policies against holding a raffle. Compiling a substantial list of fundraising methods will allow your chapter to offer a variety of exciting activities throughout the year, all aimed to sustain the chapter. Keep in mind that the board should also compose a list of local companies that could sponsor events, as well as entities that would be more than happy to offer food, drink and other services for free to a group of journalists. Building a strong relationship with these businesses, and adequately thanking them, will ensure that your chapter becomes very successful through fundraising. Be

sure to work with the staff in the national office for advice and so that efforts aren't being duplicated. Implementing this plan can be a responsibility of a chapter VP, treasurer or a fundraising committee can be created.

GIFTS FROM CORPORATIONS & FOUNDATIONS

If the source of the money raised is from a corporation or a foundation then the chapter would keep the entire amount. So, if a company or foundation gives the chapter $5,000 then they can use those funds to operate the chapter, provided of course that the local fundraiser has kept in communication with NAHJ's staff in the national office regarding their efforts and that the company is clear that their support of the chapter does not constitute sponsorship of the organization as a whole.

For your fundraising efforts NAHJ would:

- provide you with a sponsorship letter
- provide you with new non-profit 501 (c) (3) status letter. This is important when seeking donations.
- Provide with a thank you letter for your sponsors.

If you have questions regarding fundraising for the chapter, please contact Program Registration and Member Engagement Manager, Isabella Di Giglio at Dgiglio@nahj.org.

9. Developing a Website within NAHJ Website Guidelines

Your chapter website is a powerful source of communication for members of your chapter, as well as for prospective members. As a resource, your website should contain a wealth of information. How often your site is updated should be determined by the board but should remain consistent, e.g., with monthly updates.

Chapter Website Guidelines

NAHJ strongly encourages each chapter to establish a chapter website. These sites can provide useful information for members and can serve as a marketing tool for recruiting new members. When building your site, it is important to keep in mind the mission of NAHJ. NAHJ is an organization of journalists, online media professionals, and students that work from within the journalism industry to foster fair and accurate coverage of the Latino community. NAHJ opposes workplace bias against all minorities and provides professional development for its members.

The NAHJ national office does not and cannot provide hardware, software, technical support or training.

Your site will be reviewed periodically to ensure that it falls within these guidelines. Additionally, before it goes live, the site must be approved by the national office.

Purposes of Your Chapter Website

- Provide a vehicle for communicating chapter-related information.
- Inform chapter members about chapter activities.
- Inform chapter members about NAHJ national information (via links to www.NAHJ.org).
- Provide national and chapter contact info for recruiting members.

Ownership of Website

All chapters are part of NAHJ and are recognized via the national 501(c)(3) status of the organization. The Board of Directors is held liable for all content on chapter websites and therefore the access points and codes to edit the website must be provided to the national office. This regulation is to protect the organization in times of emergency. The national office staff and the board will not access the site without discussion with the webmaster or chapter president, except in extreme situations that are: 1) potentially legally damaging to the organization or 2) the site grossly misrepresents in design and content the mission and brand of NAHJ.

Branding of NAHJ

All chapter Web sites are required to include:

- Links to NAHJ (www.NAHJ.org).
- Name and e-mail address of a contact person or Webmaster on the home page.
- A "JOIN/RENEW" button prominently displayed, which directs the visitor back the NAHJ site.
- The NAHJ logo.
- The membership director must approve any logo modified to incorporate the chapter name. Chapters must retain the base logo of NAHJ in their chapter-specific logos.

Chapter Name

The home page of chapter websites must contain the name and location of the chapter, including the contact address, if applicable, and the webmaster's e-mail address. Key contacts such as chapter officers should appear on the home page.

- The domain name should have "NAHJ" as the first part and the city or state (or state abbreviation) of the chapter as its second part, e.g., www.NAHJchicago.org or www.NAHJmn.org.
- Because NAHJ is a nonprofit, you must purchase domains with .org extensions. Purchasing .com, and redirecting it to the .org site is also advised so that you "own" your name.
- Each page of the website should include the chapter's name, and the overall design of each site should be clearly distinguishable from websites of other chapters and from the NAHJ national site.

Contact Information

Posting contact information for the chapter officers is desirable, but remember the following guidelines when publishing such information:

- Never post a member's address or telephone number without specific written permission.
- Use e-mail or employer addresses rather than home addresses and telephone numbers (unless requested by the person).
- When providing a chapter's e-mail address, include a reference to the chapter in the address to avoid confusion with the NAHJ national office contact information, e.g., "For questions about this event, please e-mail Philadelphia Chapter President (name, email)

Content

Content should be specific to your chapter. Consider including the following:

- Calendar of events.
- News/projects specific to the chapter or other journalism associations in your region.
- Chapter history.
- Links to journalism resources and local media, especially companies that employ members.
- Featured members.
- Officers and committee members.
- Chapter awards.
- Programs.
- Links to specific sections of the national site. Permission is granted to link to any page of www.NAHJ.org. It is recommended that you link to this site for basic information about the association so that you do not have to update your pages each time the national site is updated.
- Links to other NAHJ chapters websites.

Restrictions

NAHJ chapter websites must not include or link to:

- Potentially offensive or pornographic material.
- Political, civil rights or religious information.
- Sites whose mission does not align with our own. The general rule is to stick with journalism issues and organizations.

Presentation

- The site should employ the basic design and color scheme of the NAHJ national site to keep a strong branding bond between all sites.
- Remember that the purpose of your site is to create a social venue for your members, and that your site is an online newsletter for chapter members. Do not spend time duplicating the efforts of the NAHJ national site, but rather focusing on content specific to your chapter members.
- A reasonable effort should be made to ensure that information is current, and that links to other sites are still active and that content on remote sites is still appropriate.
- Because chapter websites should be considered official publications of our organization, and because each site represents NAHJ members, employ high standards for designing your site.
- Make sure your page appears correctly using all browsers and computer platforms.

- Do not post copyright information. Always obtain permission to post any and all materials that are not original.
- Avoid using page elements that require unusual plug-ins.
- Avoid “under construction” signs or pages.
- Check spelling.
- Keep your contact information updated. Checking once a month, at minimum, is suggested.
- Graphics should complement the content of the page, not distract from it. Too many graphics slow the loading of pages and may leave visitors with a poor perception of the site, as well as lose the opportunity to get them to join right then.
- Make sure the text is legible with the particular background color.

Publicizing Chapter Websites

- Contact the national office when anything newsworthy goes live on your site. The office will update the national website to reflect links back to the chapter site and may use the link in e-news publications or print publications.
- Routinely e-mail your chapter membership notices with links to the site.

10. Listserv

NAHJ created a listserv for Chapter Presidents to use as a tool to share ideas. Only Chapter Presidents subscribe to this listserv. To send a message send mail to **nahjprochapters@nahj.org.** When responding to the mail simply click on “reply” and type in your message. Then send it. For more information or help with the listserv, please send email to Idigligio@nahj.org