



MISSION

- To encourage Asian Americans and Pacific Islanders (AAPIs) to enter the ranks of journalism
- To work for fair and accurate coverage of AAPIs
- To increase the number of AAPI journalists and news managers in the industry

HISTORY

AAJA was founded as a non-profit educational organization in 1981 in Los Angeles by a small group of Asian American journalists at a time when there were few in the media. From the beginning, the goal was to support one another and to encourage others to pursue journalism to create a stronger voice within the industry.

PURPOSE

AAJA is committed to diversity. Like other minority groups, AAPIs continue today to be underrepresented in newsrooms across the country, and often inaccurately represented in news coverage. AAJA's programs directly address these issues.

AAJA is an alliance partner of UNITY: Journalists of Color, along with the Native American Journalists Association, National Association of Hispanic Journalists, and National Association of Black Journalists.

MEMBERSHIP

AAJA has approximately 2,000 reporters, editors, publishers, news directors, television and radio producers, photographers, news designers, freelance journalists, media professionals and other supporters in 19 chapters today. AAJA's membership includes Pulitzer Prize-winning journalists, network anchors, journalism educators, ethnic media and community leaders.

SIGNATURE PROGRAMS

• J Camp

Demonstrating its commitment to diversifying the industry, AAJA has provided six years of multicultural journalism training for 252 high school students from all regions of the U.S.

• MediaWatch

AAJA's leadership in advocating for fair and accurate news coverage of AAPIs has provided education to publishers and newsroom managers across the country. A response network has assisted with analyzing and monitoring issues. As a result, AAJA has become a key resource in the media industry for journalists in search of cultural information about AAPIs.

• Executive Leadership Program

Addressing the lack of leadership among AAPIs in top news management, AAJA's Executive Leadership Program has

provided 11 years of training for AAPI journalists to explore the responsibilities and challenges of the newsroom and examine how cultural values come into play. ELP has graduated 310 mid-career journalists, more than 50% of whom received a promotion or advanced in their newsrooms or companies.

OTHER MAJOR ACCOMPLISHMENTS

• Community Workshops

AAJA has provided community organizations with free Media Access workshops across the country, showing local groups how to get their news in the news. As a result of these workshops and online resources, AAJA has become a valuable resource for more than 500 individuals a year.

• Scholarships

AAJA has awarded \$1.2 million in national and local scholarships and internship grants to more than 500 aspiring journalism students.

• National Convention

AAJA has held 18 annual conventions, three as part of UNITY. To connect with members from across the U.S., AAJA conventions have been in the West Coast, East Coast, South, Midwest and Hawai'i. Approximately 1,200 attend each year.

• Professional Development

AAJA has offered approximately 100 national fellowships for executive training and skills building. In keeping with member requests and the changing nature of media, AAJA has also offered e-courses, mentor programs for those exploring the business side of journalism, one-on-one critiques, and media study tours to Asia.

• Broadcast Initiatives

Addressing the need to increase visibility of Asian American men on television, AAJA commissioned a study analyzing this problem in the industry, produced and distributed 1,000 DVDs showcasing on-air talent, and published a calendar with profiles of its members. To encourage, support and retain broadcast members, AAJA produced an educational video, and hosts a broadcast mentor program and radio listserv.

• Career Resources

While AAJA's career fair at its convention has provided resources annually, online career listings year-round have allowed members to post their resumes/bios and employers to access this information and post jobs.

SUSTAINING THE ORGANIZATION

• Camp AAJA

AAJA has held a working retreat for chapter members to develop the skills needed to lead their chapters and build goals for their local members. Held biennially, 128 have participated.

• Endowment

In addition to national and local fundraising, AAJA created an endowment in 2004 to ensure that its programs will continue for generations to come. AAJA is halfway toward its \$2 million goal.