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# Sponsorship Proposal for 2019 NABJ Region I Conference

## *Reclaiming Our Story: Guardians of Our History Since 1619 and the True Responsibility of Black Journalists Today*

### THE CONFERENCE

The National Association of Black Journalists (NABJ) will host its 2019 Region 1 Conference, April 12 to April 14, 2019 in Hampton Roads, Virginia. Next year's gathering will bring together hundreds of journalists, communication professionals and students from across the U.S. Northeast to attend the two-day conference. The conference will have a three-pronged approach:

- Historical Research / Local & National Storytelling
- Media Training / Diversity Coaching & Career Advancement
- Community Engagement / Advocacy

The gathering will serve as a major milestone, as it will help commemorate the 400th anniversary when Africans arrived on American soil. Next year's conference will also focus on improving the industry's involvement in developing coverage of America's diverse landscape, promoting dialogue for professional growth, and providing diversity training for all levels within the journalism industry. To note, due to last year's successful effort, we are bringing back the Region I Job Fair and Diversity Management Training!

Here's a brief breakdown:

### FRIDAY, APRIL 12

**Morning:** 1619 Tour of Fort Monroe - Hampton, Virginia

**Evening:** Opening Reception – Hampton University Museum, Hampton University

### SATURDAY, APRIL 13

**All Day:** General Conference – Scripps Howard School of Journalism and Communications, Hampton University

**Evening:** Closing Reception – Crowne Plaza Hotel, Downtown Hampton, Virginia

**Night:** A Night with Hampton Roads Black Media Professionals — Avenue Blue at Peninsula Town Center

### SUNDAY, APRIL 14

**Morning:** Commemoration Service -- Hampton University Memorial Chapel



## Background, Context In Conference Planning

### 400th Anniversary: Significance of 1619

Slavery in America started 400 years ago in 1619, when a Dutch ship brought 20 African slaves ashore in the British colony of Jamestown, Virginia. There are historical references noting the ship holding the Africans stopped in Hampton, Virginia first.

Though it is impossible to give accurate figures, some historians have estimated that 6 to 7 million black slaves were imported to the New World during the 18th century alone, depriving the African continent of some of its healthiest and ablest men and women. In the 17th and 18th centuries, black slaves worked mainly on the tobacco, rice and indigo plantations of the southern coast, from the Chesapeake Bay colonies of Maryland and Virginia south to Georgia. After the American Revolution, many colonists—particularly in the North, where slavery was relatively unimportant to the agricultural economy—began to link the oppression of black slaves to their own oppression by the British, and to call for slavery’s abolition.

But after the Revolutionary War, the new U.S. Constitution tacitly acknowledged the institution of slavery, counting each slave as three-fifths of a person for the purposes of taxation and representation in Congress and guaranteeing the right to repossess any “person held to service or labor” (an obvious euphemism for slavery).

*Source: The History Channel*

### General Conference

The 2018 conference in New York City was a huge success and trended nationally on social media. Due to popularity and opening the conference for student chapters to attend, we are anticipating larger attendance numbers in 2019. The conference weekend will kick off with an opening reception Friday hosted by the Hampton Roads Black Media Professionals and will end Saturday with a closing reception.

### Opening Reception

Members of the Hampton Roads Black Media Professionals are excited to host this year’s regional conference with an opening reception honoring historic firsts.

### Diversity Management Training

All-day training, separate from the general conference, will afford selected conference goers an opportunity to dissect the pitfalls of tone-deaf news coverage and the urgent need for improved newsroom diversity nationwide. Attendees will be joined by other mid-level editors, supervisors and aspiring newsroom leaders selected to attend the training.

### Job Fair & Student Training

There will be news managers and recruiters ready for one-on-one interviews with applicants during the Region I Conference. Intense resume critiques and training will be offered for students. Persons must be registered for the Region 1 Conference to participate in the Job Fair & Student Training.

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### Why Newsroom Diversity Works

The news industry has been talking about diversity for decades, but the talk, many say, often has not been followed by action. “The needles never really seem to move,” says Nikole Hannah-Jones, a



reporter covering racial injustice for The New York Times Magazine. In 1968, when President Lyndon B. Johnson's National Advisory Commission on Civil Disorders published what's known as the Kerner Report, it concluded that America was "moving toward two societies, one black, one white—separate and unequal."

The commission, tasked with determining the causes of and finding solutions for the riots that had been scarring the country for much of the decade, singled out the media for their inadequate coverage of African-Americans. "It would be a contribution of inestimable importance to race relations in the United States simply to treat ordinary news about Negroes as news of other groups is now treated," the report stated.

The Kerner Report also criticized newsrooms for the disproportionately low percentage of minorities employed in the industry. Today, with attention turned to race relations in cities like Charlottesville, Va., Ferguson, Mo., Baltimore, and Cleveland, the needle on inclusion in mainstream newsrooms seems stubbornly stuck in place.

The number of journalists of color has slowly climbed since the Kerner Report's release, peaking around 2008, but that hasn't necessarily translated into more equitable coverage. In a 2014 study by the American Press Institute and the Associated Press-NORC Center for Public Affairs Research, only 25 percent of African-Americans and 33 percent of Hispanics said the news media accurately portrayed their communities.

That could have something to do with who's making the coverage decisions. The 2014 Newsroom Census conducted by the American Society of News Editors (ASNE) found that only 15 percent of daily newspapers surveyed in 2013 had a person of color in one of their top three newsroom leadership positions. "Unfortunately, the ASNE census shows the industry isn't making much progress," says Karen Magnuson, who chairs ASNE's diversity committee. "In fact, we're losing significant ground as minority populations continue to grow."

Census projections indicate that minorities will become a majority in the U.S. by 2044. While some progress has been made in covering communities of color—NPR's Code Switch project on race, ethnicity, and culture; the Associated Press's race and ethnicity beat; the Chicago Tribune's "Exploring Race," an online forum that ran from 2008 to 2010; The Root, recently acquired by Univision; the now-defunct NBCLatino, and Fox News Latino are just a few examples—much still needs to be done.

And journalists often find it difficult to have open, honest conversations about race and ethnicity—even compared to other contentious newsroom issues, like gender imbalances—for fear of damaging relationships with editors or colleagues.

"I think that the problem is that racial issues still make more people uncomfortable than women's issues," says Anna Holmes, founder of feminist blog Jezebel and an editor at Fusion. "Also, the fact that there are fewer people of color in the media, for a variety of reasons, than women might have something to do with that, which is why I think pushing for newsroom diversity is important. ... I do see a lot more discussion of race, but I don't think it's at the point where it's accepted that looking at race in America is part of the standard operating procedure of most media outlets."

*Source: Alicia W. Stewart, Nieman Reports*



### **Fighting Intolerance Requires Access to Information**

Along with outright injustice and violence, discrimination and marginalization are common forms of intolerance. Education for tolerance should aim at countering influences that lead to fear and exclusion of others, and should help young people develop capacities for independent judgement, critical thinking and ethical reasoning. The diversity of our world's many religions, languages, cultures and ethnicities is not a pretext for conflict, but is a treasure that enriches us all.

On November 16, 1995, UNESCO's Member States adopted a Declaration of Principles on Tolerance. Among other things, the Declaration affirms that tolerance is neither indulgence nor indifference. It is respect and appreciation of the rich variety of our world's cultures, our forms of expression and ways of being human.

Tolerance recognizes the universal human rights and fundamental freedoms of others. People are naturally diverse; only tolerance can ensure the survival of mixed communities in every region of the globe. Intolerance is most dangerous when it is exploited to fulfill the political and territorial ambitions of an individual or groups of individuals.

Hatemongers often begin by identifying the public's tolerance threshold. They then develop fallacious arguments, lie with statistics and manipulate public opinion with misinformation and prejudice.

The most efficient way to limit the influence of hatemongers is to develop policies that generate and promote press freedom and press pluralism, in order to allow the public to differentiate between facts and opinions.

*Source: United Nations Educational, Scientific, and Cultural Organization*

### **America's Newsrooms Fail to Match U.S. Diversity**

The number of minority leaders has dropped by 3 percentage points, with 12 percent of participating organizations saying at least one of their top three editors is a person of color. This was the second year the questions about women and minorities in leadership were asked.

Overall, the survey found, there are about 32,900 full-time journalists at nearly 1,400 daily newspapers in the United States. That's a 3,800-person decrease from 36,700 in 2013. Of those 32,900 employees, about 4,200, or 12.76 percent, are racial minorities. That's a 0.58 percent decrease from last year's 13.34 percent despite the substantially smaller newsroom employment in 2014.

The percentage of minority journalists has hovered between 12 and 14 percent for more than a decade. In 1978, when ASNE launched its Newsroom Employment Census of professional full-time journalists, 3.95 percent were minorities.

*Source: 2015 Census, ASNE - American Society of News Editors*

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The aforementioned proposal is an exciting opportunity for both NABJ and your company. In addition, NABJ Region I is interested in exploring future partnership possibilities and developing and continuing a long-term relationship with your company to further celebrate and support the good work both entities are involved with. Future NABJ partnership possibilities:

*~ NABJ's 2019 NABJ Convention & Career Fair in Miami, Fla.*

*~ 2020 NABJ Region I Conference in Pittsburgh, Pa.*

*~ Joint programming / panel discussion on a topic of mutual interest to your company and NABJ, depending on the topic, it may have On Demand and/or web potential.*

*~ NABJ Region I could hold a meeting or a training opportunity for members and/or the community at your company to bring attention to and highlight the significance of the media company's growing presence globally.*

*~ Other ideas/suggestions generated by your company.*

Thank you for taking the time to review NABJ Region I's sponsorship proposal.

Respectfully submitted by,

**Johann Calhoun**

Region I Director

National Association of Black Journalists

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## SPONSORSHIP LEVELS

### Golden Title Level \$50,000

Title sponsor of conference

10 conference registrations / 10 tickets to opening reception

Full Page advertisement in program book

Company logo on conference promotional materials as appropriate / Company material included in registration packets

Banner displayed at event / Recognition throughout conference and on NABJ website / Job Fair table

### Unity Title Level \$20,000

10 conference registrations / 10 tickets to opening reception

Full Page logo advertisement in program book

Company logo on conference promotional materials as appropriate / Company material included in registration packets

Banner displayed at event / Recognition throughout conference and on NABJ website / Job Fair table

### Chesapeake Level \$15,000

Sponsorship of conference, post-conference reception

Five conference registrations / Five tickets to opening reception

Banner display at event / Half page logo advertisement in program book

Company logo on conference promotional material as appropriate / Company material included in registration packet

Recognition throughout conference and on NABJ website / Job Fair table

### Peninsula Level \$10,000

Sponsorship of an individual plenary session or workshop

Three conference registrations / Three tickets to opening reception

1/4 page logo advertisement in program book

Company logo on conference promotional material as appropriate / Company material included in registration packet /

Job Fair table

### Southside Level \$5,000

Sponsorship of an individual plenary session or workshop

Two conference registrations / Two tickets for opening reception

1/8 page logo advertisement in program book

Conference promotional material as appropriate / Job Fair table

### Community Level \$2,500

Company representative may speak on a plenary session or workshop

Two complimentary conference registrations / Two tickets to opening reception

Company acknowledgement in program book and conference promotional material as appropriate / Job fair table

### Friend Level \$1,000

One complimentary conference registration / One pass to opening reception

Company logo in program book and conference promotional material as appropriate / Job Fair table

### Job Fair \$750

One company table at the conference Job Fair.

Company logo in program book and all conference promotional material as appropriate



## Commitment Form

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. ( ) \_\_\_\_\_

Fax No. \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Sponsor Level \_\_\_\_\_ Amount \$ \_\_\_\_\_

### Payment Options

Check      Visa      MasterCard      American Express

Name: \_\_\_\_\_

CC #: \_\_\_\_\_ Expire Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

*Cardholder authorized above total amount according to card issuer agreement. Cardholder acknowledges receipt of goods and/or services in the amount of the total shown hereon and agrees to perform the obligations set forth in the Cardholder's agreement with the issuer*

### Office Use

Rec'd: \_\_\_\_\_ Initial: \_\_\_\_\_ Acctg. Dept.: « Account Code »

*We appreciate your support of this important industry event and look forward to working with you in the future!*

**Please make check payable to:**  
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 Attention: Nathaniel Chambers Finance Manager  
 1100 Knight Hall, Suite 3100  
 College Park, Maryland 20742

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