



38K Followers



17K+ Followers
16K+ Page Likes



9.5K+ Followers



177K+ App Opens



13K+ Eblast List



5.9K+ Members

#NABJ19 on Social:

5.4M+ Direct Reach

6.7M+ Direct Impressions

2019 #NABJ Reach Across

All Platforms:

27M+ (Convention)

34M+ (Overall)

Innovation, Impact, Intuitiveness

For more than 44 years, since 1975, NABJ has been innovating programming and career growth opportunities for Black journalists, students and communications professionals worldwide. It has also served as the foremost advocate for journalists of color and media diversity, serving more than 4,200 members and hundreds of partners from around the globe.

With a reach across social/digital platforms of 34 million plus, NABJ's mission, services and programming have served as a model of excellence in the cause for media diversity and for developing the next generation of journalists and communicators. We currently serve approximately 1,500 millennials in various capacities.

NABJ's 2019 Convention had 4,100 attendees. We attract journalists, content creators, freelancers, PR professionals, educators, influencers, entertainers, filmmakers, authors, political and civic leaders, as well as corporate leaders from more than 48 states, 500 cities and dozens of countries.

Access, Opportunity, Professional Development, Visibility

NABJ offers the largest career fair of its kind, a myriad of networking events, hundreds of professional development workshops, sessions and technical training opportunities, webinars throughout the year, several media institutes (including a mobile, tech-focused institute), regional conferences, community service projects and mentoring programs.

NABJ delivers hundreds of thousands of dollars in scholarships, internships, fellowships, grants and free college/high school workshops or intensive training to help prepare the next generation of groundbreaking journalists and leaders.

NABJ provides a producers/editors database for job matching and counseling and a career center for resume uploading, job searching and posting job opportunities. We have our pulse on the industry and collect crucial data via surveys that will help move the media landscape forward.

Star Power, Sustained Relationships, Strong Presence

Influential members include: Karen Attiah, April D. Ryan, Lester Holt, Suzanne Malveaux, Byron Pitts, Joy-Ann Reid, Bill Whitaker, Jemele Hill, Dean Baquet, Craig Melvin, Kim Godwin, Yvette Miley, Marcus Mabry, Nischelle Turner, Nikole Hannah-Jones, Errin Haines, Kelley Carter, Jacque Reid and Kevin Frazier

Notable attendees, speakers and panelists:

Then-Sen. (President) Barack Obama, President George W. Bush, President Bill Clinton, Vice Presidents Al Gore and Joseph Biden, U.S. Secretary of State Hillary Rodham Clinton, U.S. Attorney General Loretta Lynch, U.S. Housing and Urban Development Secretary Julián Castro, RNC Chairmen Michael Steele and Reince Priebus, Huffington Post founder Arianna Huffington, Bishop T. D. Jakes, the Rev. Jesse Jackson, the Rev. Al Sharpton, Ava Duvernay, Tyler Perry, Chance the Rapper, Hill Harper, Michael B. Jordan and Tamron Hall

NABJ Partners (Abbreviated)

FOUNDATIONS	
DOUBLE PLATINUM	
PLATINUM	
DIAMOND	
GOLD	
SILVER	
BRONZE	

What people are saying about NABJ...

- "A vital organization"
- "Pillars of the community"
- "Excellent trade organization for up-and-coming professionals"
- "The Gold Standard for diversity in communications"
- "An amazing organization for connecting journalists of color"
- "NABJ has always been on the forefront of making sure that journalists of color have the training and information they need to compete in a global market"

