

About NABJ:

The National Association of Black Journalists (NABJ) is an organization of journalists, students and media related professionals that provide quality programs and services to advocate on behalf of black journalists worldwide.

Founded by 44 men and women on December 12, 1975 in Washington, D.C., NABJ is the largest organization of journalists of color in the nation.

About the NABJ Media Institute:

The NABJ Media Institute offers professional development, technical training, historical documentation, educational programs, conferences, workshops, entrepreneurial guidance as well as web seminars to professional journalists.

The goal of this conference in particular is to provide journalists with the critical information and tools needed to improve coverage of health stories about African Americans and our communities. Conference registrants will be provided with a plethora of resources, including a powerhouse roster of experts to contact for future reporting, and cutting edge technology to help tell stories in new ways. The reporters, editors, publishers, broadcasters and bloggers attending this conference will be empowered to inform hundreds of thousands of their viewers, readers and listeners around the world about critically important health issues.

Past Health Disparities Workshop Topics:

Deciphering The Number:

- o Ways to easily understand certain health related data and statistics, and using that information to strengthen health disparity stories.

Schizophrenia in the African American Community

- o Exploring different ways to raise awareness, treatment recovery, and hope

The Graying Black America

- o Discussion on the major health concerns for Black America

The state of Oral Health for Vulnerable children

- o Panel on the oral health crisis

HIV/AIDS: 30 Years Later

- o Panel to address the policies that impact health disparities in the fight to prevent and manage the disease

Thinking Outside the Box Storytelling

- o Discussion on the tools, strategies, and cautions of thinking outside the box in creating health content.

NABJ Conference on Health

Health Disparities and Health Policy

Journalists, media professionals and other prominent health officials will gather April 4-6, 2013 in Washington, DC for NABJ's Annual Health Conference. The NABJ Media Institute Conference on health has garnered headlines and the attention of newsmakers around the country. We bring together a broad range of stakeholders from the health arena to discuss the current policies and practices affecting health outcomes in the African American community. This networking opportunity provides hundreds of media professionals with vital information needed to improve coverage of health stories and identify the economic and social dynamics that impact African American health outcomes.



THE ONLY CONFERENCE OF ITS KIND TO FOCUS EXCLUSIVELY ON HEALTH DISPARITIES IN COMMUNITIES OF COLOR

Previous keynote presenters at the conference have included; Secretary of Health and Human Services Kathleen Sebelius, U.S. Surgeon General Regina Benjamin, M.D., former U.S. Surgeon General David Satcher, M.D., Marian Wright Edelman, Founder and President of the Children's Defense Fund, and Phill Wilson, Founder of the Black AIDS Institute.

Sponsorship Opportunities:

- Professional Development Breakfasts and Lunches
- Evening Reception
- Workshops
- Speed Pitch Roundtable
- General Support

Sponsorship Benefits may include:

- Complimentary conference registration
- Input in the development of the session topic
- Exhibit Space
- Social Media coverage
- Discount on size ad space in NABJ's publications and website
- Acknowledgement in print and online conference materials



For sponsorship opportunities contact:

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NABJ MEDIA INSTITUTES

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Professional Development Breakfasts or Lunches: (per event) **\$35,000**

Each day of the conference experts will engage on hot-button health issues over breakfast and lunch.

Sponsorship Benefits are:

- Input in the development of the session topic
- Opportunity to make opening remarks
- Opportunity to introduce facilitators
- Table top exhibit space (10' X 10')
- 25% discount on any size ad in NABJ's publications or on NABJ's website
- 8 complimentary conference registrations
- Acknowledgement in print and online conference materials
- Social media exposure

Evening Reception: **\$20,000**

At the end of an intensive day of professional development training conference attendees unwind and network over refreshments

Sponsorship Benefits are:

- Opportunity to make opening remarks
- Table top exhibit space (6' X 30") at the conference
- 15% discount on any size ad in NABJ's publications or on NABJ's website
- 6 complimentary conference registrations
- Acknowledgement in print and online conference materials
- Social Media exposure

Workshops: **\$10,000**

The workshop sessions are the heart of the Media Institute conference and cover a wide variety of engaging and informative professional development topics.

Sponsorship Benefits are:

- Table top exhibit space (6' X 30"; subject to availability)
- 10% discount on any size ad in NABJ's publications or on NABJ's website
- 4 complimentary conference registrations
- Acknowledgement in print and online conference materials
- Social Media exposure

General Support: **\$1,000**

Sponsorship benefits include:

- Acknowledgement in online conference materials