AS JOURNALISM JOBS SHRINK ACROSS THE NATION

DOES DIVERSITY IN NEWS STILL MATTER?
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Dear NABJ Family,

It is my pleasure to welcome you to the spring 2013 edition of the NABJ Journal. As an organization dedicated to expanding opportunities for black journalists, the NABJ Journal is also one of the most essential means of expression we can provide for our members to share prolific stories and innovative strategies on how to succeed in the ever-changing media industry.

In this issue, we recap one of our most celebrated events of the year—the NABJ Hall of Fame Induction and Reception. Our honorees are role models who have committed themselves to ensuring freedom of press, and phenomenal reporting and storytelling. Their contributions to the craft empower us to strive for excellence. Since 1990, NABJ has honored pioneering journalists who represent the best and brightest in journalism and we are proud to continue this tradition.

We also discuss whether or not diversity is still relevant to associations, and our Associate Member Representative Dawn Roberts provides insight on the challenges and changes of the public relations industry. Additionally, we revisit the highly-contested 2012 presidential election through our Media Institute on Political Reporting.

You will also get a sneak peek of our 38th Annual Convention and Career Fair in Orlando, FL. This year’s theme is “People, Purpose, Passion: The Power of NABJ.” Our convention planning committee is led by Chair Carol Ash, Program Chair Benét Wilson, and our special Honorary Chair Roland Martin. The committee is working hard to make this a convention you will not soon forget.

NABJ’s leadership is committed to making NABJ indispensable to you the members by creating projects and programs that will bolster the strength of NABJ, push for jobs, create training opportunities and advocate for better representation of African-Americans in media coverage. We continue to champion diversity, and we take seriously our role of serving as the watchdog over media outlets that we do not feel place diversity at the forefront.

Please visit our website www.NABJ.org, follow us on Twitter @NABJ and “Like” us on Facebook.com/OfficialNABJ for the latest information on our events and to read updates on our members.

See you in Orlando!

Onward,

Gregory Lee Jr.
President
From the Executive Director

To my NABJ Family,

Welcome to the NABJ Journal. We are confident 2013 will be another great year for NABJ.

Last year, NABJ had tremendous success in providing quality programs and services for black journalists worldwide. We hosted an outstanding Convention and Career Fair in New Orleans that drew thousands in attendance including Vice President Joe Biden, celebrities, and high-profile guests. Our Media Institutes on Health Disparities, Political Reporting, and Media Professionals continue to provide valuable information for our members on issues that impact communities of color.

We are proud to continue the legacy of providing support to our student members through scholarships, internships and multimedia programs. In this issue, four of our student members tell us about their summer internships at NBC Universal in New York.

On behalf of the Board of Directors and the entire staff of NABJ, I appreciate your support of our organization and wish you nothing but success in the coming year. I look forward to seeing you at the 38th Annual Convention and Career Fair in Orlando, July 31-August 4, at the Gaylord Palms Resort and Convention Center.

Yours in Service,

Maurice Foster, Esq., CMP
Executive Director
National Association of Black Journalists
HANDS ON

NABJ students gain experience at NBC Universal

Summer 2013 is just a few months away, which means that college students everywhere will pack their journalism skills and move into newsrooms throughout the country. Here are a few highlights from NABJ student members who last year completed a 10-week fellowship at The Today Show, The Squawk Box, PoliticsNation, and TheGrio.com.

I will forever remember the sense of importance and inclusiveness I felt as I got to meet and see so many famous guests on the show. One day I saw Morgan Freeman and Gary Oldman from the Batman films, and the next day I saw Snooki from Jersey Shore and her sidekick J-Woww. These encounters definitely made me less star struck as a journalist.

I will never forget helping to produce different segments on the show, and it is gratifying to know that I helped changed someone’s day, if not life, by allowing them the opportunity to be on national television. Fortunately for me, I was able to allow two of my loved ones in the segment, “Ambush Makeover.” While in the production meeting, I pitched my idea and it was accepted. To say I was elated is an understatement. I was proud that four other ideas I pitched in production meetings were also accepted.

Lastly, the staff at The Today Show helped me to realize what it takes to be successful in journalism. The way producers and correspondents handle themselves has helped set the bar for my own personal journalistic standards. I had a front-row seat to the morning show war with Good Morning America, and the rumors and eventual step down of former anchor Ann Curry. I was there to experience the intense mayhem in the newsroom over the Colorado movie theater shootings and the breaking news of the health care reform law. The intense focus of Matt Lauer and company taught me what it takes to make it in the news business.

Interning on The Squawk Box was more than just the experience of being in a newsroom all day and hearing expressions such as “underwater”, “M & A’s” and “selling short” being thrown around like words you use with your best friends. Learning about top CEOs, prominent politicians and business experts and then getting the opportunity to meet them the next day on the show is...
all part of the experience. I enjoyed helping with the readers, teases, copy and the show segments on a daily basis because the experience allowed me to improve my journalistic skills.

I learned more than just news as an intern for the Squawk Box. I learned a lot about myself and the business overall. Being able to get up every day in the wee hours of the morning and work throughout the day demonstrated the amount of passion I have for this business. Learning a new “business word” every day and being able to understand it reminded me that there are different sides of the media business and it motivated me to realize I can be a part of anything.

The most significant lesson I absorbed during this experience was not how to write readers, produce or even about business. It is a lesson that will stick with me throughout my journey. As one of the segment producers continually reminded me: “There is more than one way to get to where you want to be. If you only knew how I got here today.” Looking around at the Squawk team and at many others in the NBC family, everybody took a different route to get there; but in the end they made it to where they are today. After this experience I now know that no matter which way I decide to go, I will find a way to do what I love; and what I love is being a voice for those who go unheard. I will find my way in journalism or make one.

Interning with PoliticsNation on MSNBC was a new and exciting experience for me. I have always said that my dream is to one day be a White House Correspondent for a major news network like NBC, so I saw this as a giant step in the right direction. However, with all that I knew about NBC News, I had no idea what to expect from the fellowship. I have completed numerous internships, I lead news coverage on campus, and I freelance at a Washington, D.C. television station, but I was still very anxious for what was to come.

My anxiety was quickly put to rest as I met the show’s fun and energetic staff who genuinely wanted to teach us and who was committed to making sure that the interns were getting the most out of the experience. Jessica Kurdali, our fellowship coordinator, showed us all NBC has to offer and exposed us to its top decision makers. Matt Saal, the show’s executive producer gave us assignments almost daily. Brad Gold, our internship supervisor checked in frequently to ensure our workload was sufficient. The segment producers allowed us to put our own mark on their segments by having us conduct research, make calls, and build video montages. Everyone was extremely nurturing as they pushed us and watched us grow.

Reflected over my summer at MSNBC, there is no doubt in my mind that I have become a better journalist. I am a better researcher, a more creative writer, and I learned to always dig deeper for the truth. These essential skills are invaluable and I am grateful that I was fortunate enough to strengthen them at my NABJ-NBC Fellowship.

Just a few weeks after I applied for the NBC Universal Fellowship program through NABJ, I received a phone call from a representative from NBC’s talent department. The interviewer called on Monday; I did a phone interview on Tuesday, and I received one of the most exciting calls of my life on Wednesday.

The NBC representative told me I’d be reporting to theGrio.com.

In early June 2012, I began an eye-opening journey into journalism at the world-renown 30 Rockefeller Center. Over the summer, I worked with some of the nation’s top journalists while learning about the dynamic media world. I started my day on the fourth floor newsroom every weekday at 8:00 a.m. perusing national news sites in search of stories that interested African-Americans; I’d later pitch these stories during the 10:45 a.m. morning meeting. Throughout the day, I wrote original stories in addition to web-rundowns usually ending my day around 4:30 p.m.

My most exciting days were reporting in Harlem, where I even covered the death of the Soul Food Queen Sylvia Woods. In addition, to my time at theGrio, I spent time with the WNBC weather team.
Betty Winston
Bayé has been a warrior all her life. But what she has always wanted to be is a storyteller.
She accomplished both in three incarnations – as a civil rights activist, journalist and now college professor.

Last year, Bayé, the only African-American column and editorial writer at The (Louisville, Ky.) Courier-Journal, reported for work one day only to leave with a box of her belongings just hours later. It was only her second newspaper and the place where she gained glory.

Bayé's induction into the NABJ Hall of Fame honors the stellar work she did covering Louisville's black communities and caps a career that began by happenstance. She was a 21-year-old secretary at the national headquarters of the Episcopal Church when Gerterlyn Orlean Dozier, an executive, showed her a new mirror.

"She said, 'When you grow up, you're going to be a hell of a woman,' Bayé recalled. 'I looked at her and said in all my ghetto splendor, 'I'm grown!'"

Her new mentor convinced Bayé to want to be more than an office manager. She encouraged her to go to college. So, at 27, Bayé enrolled in Hunter College, City University of New York.

"I took this one course," Bayé said, "and I ended up getting an A. So I said, 'Oh, hell, I can do this. So I'd take two more courses…"

It took seven and a half years, and Bayé attended classes while working three jobs. But she earned her bachelor's degree. And she met James Aronson, a professor and co-founder of the National Guardian, who convinced her to study journalism.

"I believe I was the oldest student in my class of 1980," she said of enrolling in Columbia University.

Armed with a master's degree and attitude, the 35-year-old Bayé, took her first job reporting on city government at The Daily Argus in Mt. Vernon, NY.

"The Betty Bayé who would turn her pen to opinion was born at NABJ," she said.

She attended her first convention in Louisville with her Columbia friends Wayne Hawkins and Joyce Ingram.

"We had $500 between us," she recalled. "The three of us shared a room. When Joyce and I got dressed, we put Wayne out.

"That first NABJ, I fell in love," she said. "I knew I wanted to be a part of this organization."

2013 HALL OF FAME HONROEES

Betty Winston
Bayé

Wendell Smith

Smith was more than a gifted sportswriter; he was a civil rights strategist, too. His schemes resulted in one of the greatest victories of the era: Jackie Robinson's desegregation of Major League Baseball in 1947.

Smith's career expanded beyond Robinson's milestone. The sportswriter became the first black bylined sports journalist at a white-owned daily newspaper, Hearst's Chicago Herald-American in 1948. Smith was no novelty. He was revered as arguably the best sports journalist among the Chicago press corps at that time.

Furthermore, Smith [1914-1972] transitioned to TV sports reporting and analysis in the 1960s with WGN-TV. At that time he also wrote a sports column for the Chicago Sun-Times.

"I'm very delighted that he's being recognized," said his widow, Wyonella Hicks Smith, during a telephone interview. "He fought so hard to get blacks into major league baseball. Writers at the Chicago papers were receptive and good to him because he was such a good writer."

In 1958, Smith received the Hearst company's top sports writing award, noted sports journalist and Morehouse College professor Ron Thomas in "Black Faces Still Rare in the Press Box."

Smith's start as a journalist came after he graduated from college in 1937. He was hired by the Pittsburgh Courier, the nationally distributed black weekly. During World War II, the Courier was known for its "Double V" editorial campaign that exhorted blacks to fight for democracy abroad, and demand democracy in America, first-class citizenship, and an end to Jim Crow segregation.

Shortly after the war ended, Smith and his newspaper continued a campaign to desegregate baseball. Smith appealed to Brooklyn Dodgers owner Branch Rickey to make Jackie Robinson the barrier breaker.

Although Rickey famously said he needed a black player who had the courage to turn the other cheek to bigotry and racism in order to make the experiment work, Robinson was a curious choice. He confronted Jim Crow treatment as an Army lieutenant, and survived a court-martial with an honorable discharge.

Robinson also was not considered the best black baseball player; several Negro League stars crowded the on-deck circle. Robinson's upside, however, was that he was college educated and married with a young child. Wendell Smith played a critical role as an advocacy journalist who sold Robinson's All-American narrative to the U.S. public.

The civil rights strategists behind the placement of cool-headed seamstress Rosa Parks to desegregate Alabama's public buses in 1955 borrowed from the Wendell Smith playbook, wrote Andrew Schall in a Pittsburgh Post-Gazette profile of the sportswriter.

"Wendell Smith was a fine journalist and our best friend during the early days of Jack's entry into baseball," said Robinson's widow, Rachel, through a spokesperson. "He traveled with us and supported and guided us through the challenges of Jack's first year in the major leagues. We admired and felt very close to him."

Smith was Robinson's dining companion, and he also was a ghost writer for the Dodger star's column about his first year in the major leagues.

After a decade at the Courier, Smith moved on to Chicago Herald-American and daily mainstream journalism in 1948. A dozen years later Smith expanded his media platform at WGN-TV. In 1994, Smith was inducted into the writers section of the MLB Hall of Fame.

Wayne Hawkins is an associate professor at Hampton University's Scripps Howard School of Journalism and Communications.
Cynthia Tucker, Pulitzer-prize winning journalist and the former long-time editorial page editor of the Atlanta Journal-Constitution, grew up in Monroeville, Ala. and was raised during an era when it was not common to see black professionals associated with news organizations.

“I didn’t know of any black reporters or anchors, but writing was something I was always interested in. I was bookish, and I liked to write stories and poems.”

Tucker emphasized that her parents were faithful news consumers, reading newspapers and watching the nightly news on television everyday. “When I was in junior high, I started a newspaper,” she said. “My mother said I was nosy and loved to run my mouth, so it was a good fit for me.”

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Ralph McGill, the Pulitzer Prize-winning editor of the Atlanta Constitution, was what Tucker called her “distant lodestar,” for his staunch support of desegregation during a time when most Southerners were violently opposed to it. “We didn’t get a newspaper in my town, but my parents knew about him and talked about him,” she said.

Tucker’s mother, Mary Louise Marshall Tucker, a high school English teacher, talked about the Chicago Defender, the black-owned newspaper she read as a child.

“Mother grew up in the country in Alabama, but her family got passed down copies of the Defender. She talked about how important it was for her to read that paper,” she recalled.

Tucker knew that the growing civil rights movement would offer her more opportunities. After graduating from Auburn University in 1976, she was immediately hired by the Atlanta Journal. (The Journal and The Constitution were jointly owned, but published as the afternoon and morning newspapers, respectively).

“I wanted to be at the Atlanta Journal and Constitution knowing it was where Ralph McGill had been. I had great teachers in college who helped me get the job.”

Tucker said she was an affirmative action hire at the AJC and emphasized that she was proud to be one. “Not one of my editors felt affirmative action was hiring people who were inferior,” she stated. The paper suspended its rules about hiring reporters with experience, said Tucker. “They suspended the rule for me because they thought I was promising and hired me right out of college,” she said.

“When I started at the Atlanta Journal, there was one other black reporter. Two of us were hired out of college, and there was a black photographer.”

Tucker’s move to the editorial writing side of the business was what she terms a lucky accident. After returning to Atlanta after spending six months in Africa as a freelancer, she met with George McAllister, the man who originally hired her at the AJC.

“I was unemployed and he asked me what I was doing, then asked me to come back to the AJC to write editorials,” she recalled. “At the time, there was not one person of color among the board’s seven writers. He felt I had a good shot of learning the craft, and I found a part of the business I learned to love.”

After writing hundreds of columns during her 17 years at the AJC, Tucker cited two topics she felt created her most compelling reading.

“In the 1990s, I wrote about the miserable war on drugs, focusing on the federal and state laws that required different sentences for possession of cocaine versus crack cocaine,” she said.

Tucker also did a series of columns in the late 1990s noting how she felt the children of Dr. Martin Luther King, Jr. were “pimping out” their father’s legacy.

“Very few black or white people were willing to take on the King family and I got a lot of notice, but I feel I may have done some good,” she stated.

“After the columns, people went to the family and emphasized how they could be ruining their reputation and legacy.”

In a career full of major accomplishments, Tucker says among her greatest was serving 17 years as editorial page editor at the AJC. “I was the first black woman to lead an editorial page and one of a handful of women in the editorial field,” she said. “I’d like to think I had influence on some of the policies and people in Atlanta and Georgia take for granted today.”

Bené J. Wilson is NABJ Program Chair and Newsletter and Social Media Editor for The Airline Owners & Pilots Association.

Simeon Booker, a sharp-eyed witness of 20th century American history, is a reporter’s reporter.

Booker was the first black journalist hired by The Washington Post in the early 1950s. When Booker went to work for Johnson Publications, he encouraged EBONY and Jet, known for covering black movie stars and other entertainment figures, to add hard news to their reputation and legacy. After writing hundreds of columns during her 17 years at the AJC, Tucker cited two topics she felt created her most compelling reading.

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Wayne Dawkins is an assistant professor at Hampton University’s Scripps Howard School of Journalism and Communications.
Sue Simmons, former lead female anchor at WNBC 4 New York, signed off the 11 p.m. broadcast a final time on Friday, June 15, 2012. It marked the end of a 32-year stretch as half of the station’s longest-tenured anchor team.

It also signaled the end of a story that Simmons didn’t script. Rather it was a plot that fate — and curiosity — wrote for her.

“I never thought about being on television,” said Simmons. “When I was a child, seeing someone black on television was a big deal... people would gather around the television to watch.”

So Simmons, who didn’t study journalism, set her path in a different direction and seized an unexpected opportunity.

“I was working at AFTRA (now SAG-AFTRA) as the public relations manager’s manager, and one day he got a call from a woman who had just been hired as the first female sports broadcaster in New York. I chatted with her while I was waiting for him to come to the phone. Well, it turns out she did not know much about sports at all,” Simmons recalled.

That fortuitous conversation provided the caller with a quick sports tutorial from Simmons, providing her fuel that would dramatically shift her work trajectory and spark a broadcast journalism career.

**UNCOMMON PATH**

“I thought, ‘How did she get a television job doing sports when she didn’t know sports?’... I know sports, so maybe I can do that,” says Simmons, who remains an avid sports enthusiast. “I loved sports, and had played team sports, so I had a working knowledge of sports; and I used to watch Friday night fights with my father.”

Simmons took to the Yellow Pages to look up announcing schools, found one, and took night classes for six months. What followed is a study in trailblazing and meteoric ascensions. It proved to be a perfect time to enter the journalism business, Simmons recalls, because of newly enacted federal hiring legislation.

“I didn’t know affirmative action was in place and many stations were in danger of losing their licenses,” Simmons says.

Though Simmons declined her first job offer, she went on to land her first job at WTNH-TV in New Haven, Conn. From there, she worked at WBAL-TV in Baltimore, WRC-TV in Washington, D.C., and then WNBC New York.

Going back to New York was a culminating achievement, says Simmons, who is a Harlem, N.Y. native.

Simmons adds that one of her proudest career moments “was the first time I wrote copy that someone read on air. It seems like such a small thing, but I was really proud of that,” she said. “I also remember seeing the pride on my mother’s face the first time I was on air; and also being on air in New York the first time, I was wondering, ‘Is my English teacher watching? Who is watching?’ There was so much adrenaline,” Simmons says.

**NOT THE FINAL TAKE**

Since Simmons left the WNBC anchor desk last June, her calendar remains booked, and while she does not necessarily want to work in journalism at this point, she wants to stay professionally engaged in some capacity.

“I’d like to do things here and there. I’ve been working, but I’m having a good time, too,” Simmons says.

The New York Association of Black Journalists recently awarded Simmons with a lifetime achievement award, and she has also made several episodic appearances on "Law and Order: Elementary" and "30 Rock."

“I’m doing a little bit of this and little bit of that,” says Simmons. "I watch my news station, and my friends there. Lots of social functions… I’m very happy. It’s a good life.”

Kimberly N. Alleyne writes on health, religion, and social justice issues.

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Upon the death of Alice Allison Dunnigan in May 1983, The New York Times published a four-paragraph article with a headline that rightly identified Dunnigan as a journalist and U.S. official. Yet, the article failed to mention Dunnigan’s most laudable achievement as the first black woman to obtain credentials to cover the White House and to occupy Congressional press galleries.

Dunnigan’s pursuit of the coveted credentials came when she left her native Russellville, Ky. to serve as a Washington correspondent for the Associated Negro Press from 1947-1961. Her journalism career was formally launched to serve as a Washington correspondent for the Associated Negro Press from 1947-1961. Her journalism career was formally launched.

Her background, which included cleaning cemeteries for the WPA, probably served as further impetus for Dunnigan to chronicle the plight of blacks and the working poor.

“Dunnigan was known for challenging the establishment in Russellville,” wrote Nancy J. Dawson in the Crisis article. “But when she tried to form a civic league so that African American cooks could have a standard minimal wage, she was branded as a troublemaker …and soon found herself searching for employment.”

Dunnigan left Kentucky and landed a job as a typist in Washington. Wanting more, she eventually was hired by Claude A. Barnett’s Associated Negro Press. Initially finding herself uncertain and unsure about her writing style, Dunnigan studied the work of more sophisticated Washington journalists. Her scholarship paid off, enabling her to become the first black woman journalist to travel on a 30,000-mile presidential train tour with President Harry S. Truman in 1948. Dunnigan, divorced and the mother of a son, was forced to finance the trip herself because her boss refused to pay her way. Dunnigan endured further humiliation when she was accosted by a military official during a stop in Wyoming.

Yet, she persevered, even during Congressional hearings in which blacks were referred to as “niggers” and when she was forced to sit with servants during the funeral of Sen. Robert Taft, writes Russellville historian Michael Morrow.

After a lifetime of financial struggles, discrimination and sexism, Dunnigan left journalism in the early 1960s to work in the John F. Kennedy and Lyndon B. Johnson's administration as a consultant for the Equal Employment Opportunity Commission. In this role, Dunnigan traveled throughout the country to assess and report on the unequal working conditions she encountered. She later worked for the President’s Council on Youth Opportunity until her retirement in 1971.

Retirement afforded Dunnigan time to reflect on her many achievements, and in 1974 she shared her story in her autobiography, “A Black Woman’s Experience – From Schoolhouse to White House.” She wrote another book about Black Kentuckians in 1982, and was inducted into the Kentucky Journalism Hall of Fame.

Although Dunnigan’s story has slowly unfolded since her death, she often felt that her achievements were un heralded. Yet, she received more than 50 awards from various civic, social and government organizations and agencies.

When asked to best describe his mother, Dunnigan’s son said that she was “persistent,” Morrow writes. “Not pushy or overbearing, but if she asked for something on Monday and did not get it, she would be back the next day and the next until she got what she wanted.”

Bonnie Newman Davis is editor of The NABJ Journal.
Richard E. Prince’s thrice-weekly column, Journal-isms for The Maynard Institute, plays a pivotal role in America for journalists of color. Some visit the column regularly, while others may stumble upon it. Prince said the column has matured with time.

NABJ is awarding Prince its prestigious Ida B. Wells Award. Wells (1862-1931) was among the first African American reporters to record the lynchings that were taking place in the 1840s.

Ahead of her time, Wells, who is credited with being among the first of the civil rights workers, declined to give up her train seat 71 years before Rosa Parks refused to give up her bus seat to a white passenger in Montgomery, Ala.

Honoring Prince with the Ida B. Wells Award make sense. Journal-isms covers a variety of topics not only for African Americans, but also other journalists and reporters of color. The subjects Prince covers have ranged from how the GOP missed when it tried to thwart President Barack Obama’s recent re-election to paying homage to Frederick Douglass. Douglass was the publisher of one of the first of America’s anti-slavery newspapers, The North Star, in the 19th century.

Brett A. Pulley, dean of Hampton University’s Scripps Howard School of Journalism and Communications, said he’s unaware of a similar effort like Journal-isms.

“It’s central and critical for Black journalists,” he said. “It provides things that go on in industry that you don’t find everywhere.”

Pulley, a former reporter at The Wall Street Journal and The New York Times, said Prince is routinely on top of issues in the news business and has an extensive list of sources. “There’s only one Richard Prince who knows the industry and the people in it,” said Pulley, once Prince’s colleague while both were employed by Gannett newspapers in Rochester, N.Y.

Roy E. Prince is a veteran journalist who once worked with Prince in Rochester, N.Y. He currently writes for The Greenville (S.C.) News.

The original Hall of Fame list was established on April 5, 1990, with the induction of seven individuals. No further individuals were inducted until the Hall of Fame was revived by NABJ in 2004.

These seven individuals were inducted to the Hall of Fame at the time of its creation.

**HALL OF FAME PREVIOUS INDUCTEES**

**1990 INDUCTEES**

- **Dorothy Butler Gilliam**
  - The Washington Post

- **Malvin Russell Goode**
  - ABC News

- **Mal Johnson**
  - New York Sun

- **Gordon Parks**
  - Life Magazine

- **Ted Poston**
  - New York Post

- **Norma Quarles**
  - NBC, CNN, and PBS

- **Carl T. Rowan**
  - Syndicated Columnist
On February 21 - 22, NABJ hosted a Media Institute on Energy in Houston, TX. The goal of the two-day conference was to give journalists and media professionals the tools to effectively report on issues related to the energy industry.

The workshop topics included fracking, workforce needs, offshore production, alternative energy sources, among others. There was also valuable information on how to break into and thrive in the energy journalism field.

The panelists were some of the top leaders in the fields of science and technology who provided their expertise on energy exploration as well as renewable sources.

Special guests included Houston Mayor Annise Parker and Rep. Al Green (D-TX).

Additionally, attendees went to BP’s Houston Energy Facility for an exclusive site visit to learn more about supply trading and production technology.

Conference sponsors included BP, ExxonMobil, Chevron and American Petroleum Institute.
Wanda Lloyd, Shelia Solomon, Annette John-Hall and Shirley Carswell are just a few well-known African-American print journalists who have left their newsrooms in recent months. While their decisions were by choice, their departures signal a continuing decline of prominent minority journalists in newsrooms throughout the country.

In a few weeks, ASNE will release its annual report showing the number of journalists of color still employed by the nation’s newspapers. In a year that has seen leading journalists exit their newsrooms, journalists of color pensively await the results, considering last year’s report that showed the journalism industry steadily losing its footing on the diversity front.

Recent data from a survey of full-time journalists showed that from 2010 to 2011, overall newsroom employment shrank by 2.4 percent, but the drop in minority journalists was more than double at 5.7 percent. According to ASNE’s 2012 “The Future of Diversity in the News,” of 41,600 print professionals, only 5,300, or 12.7 percent were minorities.

Less than a dozen years ago, 13 percent, or 7,400 of 56,900, journalists were minorities. In that five-year span, the number of minority journalists dipped by

By Kimberly N. Alleyne

According to ASNE’s “The Future of Diversity in the News,” out of 41,600 print professionals, only 5,300, or 12.7 percent were minorities.
Minority employment in newspapers

Numbers in the thousands

<table>
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<tr>
<th>Year</th>
<th>Total work force</th>
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We need to make urgent progress in serving minority communities with better and more targeted journalism

KAREN MAGNUSON
Editor and Vice president/News of the Rochester (New York) Democrat and Chronicle

Continued from page 14

28.3 percent.

Despite efforts to boost dwindling subscriptions and advertising revenues, newspapers’ wrestle for declining influence, reach and profits. Recent data from a survey of full-time journalists show the percentage of journalists of color in print and online roles are lock step with those downturns: from 2010 to 2011, overall newsroom employment shrank by 2.4 percent, but the drop in minority journalists was more than double at 5.2 percent.

ASNE’s tally of U.S. print journalists of color paints a dour picture and indicates the journalism industry is steadily losing its footing on the diversity front. According to ASNE’s “The Future of Diversity in the News,” 41,600 print professionals, only 5,300, or 12.7 percent were minorities. In 2006, 13 percent, or 7,400 of 56,900 journalists were minorities. In that five-year span, the number of minority journalists dipped by 28.3 percent.

The number of African-American journalists dropped from 4.88 percent in 2010 to 4.68 in 2011; Asian-Americans dropped from 3.27 percent in 2010 to 3.10 in 2011; Hispanics from 4.63 percent in 2010 to 4.54 in 2011, and Native Americans stayed at .48 percent.

“This year [2011], minorities in newsrooms accounted for 12.7 percent, a decline of .47 percent. And this marks the third year in a row of declines,” said Karen Magnuson, editor and vice president/news of the Rochester (New York) Democrat and Chronicle.

The business of news — how journalists deliver it, how audiences consume it, and the groups that comprise those audiences — continues to evolve rapidly at the hand of digital media’s encumbering allure. Diversity in coverage, however, has not progressed with digital’s organic evolution, and the number of minority online journalists is also paltry at less than 2 percent.

Considering the U.S. Census Bureau’s population estimates that minorities constitute 36.6 percent of the population, the reality that minorities are underrepresented in newsrooms and overwhelmingly do not reflect the communities they serve is particularly troubling because minorities’ newsroom representation, or the dearth of it, influences coverage.

Magnuson asserts that journalism standards for accuracy and credibility should be uncompromised. “We need to make urgent progress in serving minority communities with better and more targeted journalism,” she said.

BEHIND THE CAMERA

Bob Butler, a KCBS radio reporter and NABJ’s vice president of broadcast, echoes that appeal, noting that the issue goes beyond hiring to diversity in coverage. “These numbers are not going to change until companies make a commitment,” said Butler, author of NABJ’s fourth “Diversity Census-An Examination of Television Newsroom Management.”

The 2011 Diversity Census found that 228 television stations owned by some of the largest media companies in the United States mostly fall short of matching the demographics of their metropolitan areas (designated market area -- DMA.)

Journalists of color, according to the census, fill just 12 percent of the newsroom management positions at stations owned by ABC, Belo, CBS, Cox, Fox, Gannett, Hearst, Lin Media, Media General, Meredith, NBC, Nexstar, E.W. Scripps, Post-Newsweek and Tribune. Of 1,157 managers, 1,017 are white, 81 are black, 42 are Hispanic, 16 are Asian and one is Native American.

Butler added that the push for diversity is further compounded by an absence of consequences for companies whose newsroom staffs fail to adequately reflect the populations they serve.

While broadcast has not suffered the decline in minority journalists as has print media, it faces ongoing challenges in hiring, training and moving minority journalists into management positions.

NABJ President Greg Lee recently met with Jeff Zucker, the new president of CNN Worldwide, to learn more about his vision for the network. CNN recently was criticized for its failure to include journalists of color among his first few appointments and the elimination of his “Starting Point” morning show hosted by Soledad O’Brien, according to a column by Richard Prince in theroot.com.

“We had a productive discussion on how CNN can partner with NABJ to achieve our common objective of promoting a diverse newsroom, in particular within the management ranks, where our industry overall is lacking in diversity,” said Lee.

“While I am not at liberty to share more specific items of our meeting, please understand that your leadership is working behind the scenes representing the interests of the largest minority journalism organization in the nation.”

Butler said another factor is a dearth of minority journalists seeking broadcast management positions.

“Most of the people coming out of school want to be on air,” said Butler. “Not many come out of school thinking about getting into management. Everybody wants to be on the air. That means fewer journalists of color to consider for management roles.”

Butler added that not many companies have training programs for behind-the-scenes roles. Magnuson cited a similar issue in print newsrooms due to smaller budgets.

Organizations such as the Freedom Forum Diversity Institute and Maynard Institute continue to train journalists of color for advancement. Also, ASNE, which provided a training workshop for minority middle managers at Unity 2012, plans to offer similar workshops in the future, said Magnuson.

Kimberly N. Alleyne is a freelance journalist.

Resources

Numbers and percentage of whites and minorities by job category
http://asne.org/Key_Initiatives/Diversity/Newsroom_Census/Table_C.aspx
Is it still important to journalism associations?
As declining readers and profits continue to plague newsrooms throughout the country, diversity seems to have taken a back seat. Diversity advocates acknowledge the changes and the hits taken by journalists of color, but still feel more can -- and should -- be done to boost efforts in the newsroom.

Richard Prince is the editor of the Maynard Institute's respected "Journal-isms" column, which covers diversity issues in the news media. He also chairs the diversity committee of the Association of Opinion Journalists, which covers editorial and opinion writers and columnists.

"Our segment isn't doing well right now because of the state of the industry," said Prince. "Editorial pages are being cut back, not expanded, so there's less opportunity to push for diversity."

Newspaper editorial pages are not where the expansion is, said Prince. "Expansion is coming on the Internet. There is a vehicle for opinion writers at newspapers through the Internet."

Prince recommends that op-ed writers reach out to bloggers and freelance opinion writers and give them guidance and editing.

"Unfortunately, with the growth of the web, we have an explosion of writers who don't get editing or are poorly edited," said Prince. "This deteriorates the quality of opinion writing."

Bonnie Newman Davis is the Greensboro News & Record-Janice Bryant Howroyd Endowed Professor of Journalism at North Carolina A&T University and editor of the NABJ Journal. She is also the former chairwoman of the Society of Professional Journalists’ (SPJ) diversity committee, having served as a member of the committee since 2006.

Davis said SPJ's effort to diversify its membership and bring awareness to the importance of news industry diversity is best shown demonstrated through its Diversity Leadership Fellows Program.

The diversity leadership program was created in 2005 to help racial minorities learn about the inner workings of SPJ "through an immersion into teaching of the SPJ's missions, culture and operations," said Davis, who was a fellow in the first program. Each year, new fellows attend an SPJ convention at no charge, courtesy of a grant from SPJ's foundation.

That type of commitment and ongoing communication helps to build leadership qualities and gives people the opportunity to help shape policy and bring forth new initiatives.

"Over time, I've started to see more people who look like me and other minorities at SPJ conventions," Davis said. "SPJ's challenge is retaining those fellows and encouraging their continued participation after each convention."

**DEFINING THE NEW NORMAL**

During these economic times where media companies are searching for the new normal, diversity gets pushed down, said Jane McDonnell, executive director of the Online News Association. "Diversity shouldn't be just an initiative. It should be a normal part of the culture in the newsroom," she observed. "When companies are thinking about hiring and promotions, they should also think about how they want a diverse newsroom for all the good reasons, including representing your readership."

Two of ONA's biggest initiatives -- the MJ Bear Fellowship and the AP-Google Journalism and Technology Scholarship program -- are diversity- and need-based, said McDonnell. "This is the future of our industry. The makeup of our country is changing and we have to be aware of diversity in reporting and in the newsroom. We try to be proactive. I'm big on action rather than talking."

Joanna Hernandez is the director of Career Services for the City University of New York Graduate School of Journalism and president of UNITY. "When the issue is focused on economics, when people leaving newsrooms are not just people of color but everyone, it's different," Hernandez said. "It's all about employment, the business model and survival, so that's why diversity has taken a hit."

Benét J. Wilson is a freelance aviation journalist/blogger and chairs the NAB Digital Journalism Task Force.
PUTTING A NEW FACE ON PUBLIC RELATIONS

By Danyell Taylor

Dawn Roberts, the associate member representative for the National Association of Black Journalists, is a media relations consultant, motivational speaker, event specialist and managing partner of KD Communications Group, a full-service communications firm for authors and speakers. The Philadelphia native has been recognized as one of the city’s most dynamic public relations professionals.

The NABJ Journal recently spoke with Roberts to get her perspective on diversity issues, challenges and changes in the public relations industry.

NABJ JOURNAL: How have you seen the face of diversity change within the public relations industry?

ROBERTS: As I am looking for new opportunities within the communications and public relations industry overall, I am finding that there is very heavy competition. You are not only competing against recent graduates or folks who have been in the industry for five years or 25 years. You are [now] competing against people who are changing careers and you are competing against journalists who have been laid off. So you are not just competing against public relations professionals anymore.

NABJ JOURNAL: What advice do you have for young minorities seeking to diversify the public relations industry?

ROBERTS: Strive to be the best in the profession. Not the best diverse candidate or the best African American. Just be the best candidate for any position you go after.

NABJ JOURNAL: Tell me more about your approach to cultivating your best self in order to challenge diversity in public relations.

ROBERTS: I definitely advocate being a journalism major. Let me say it differently…read everything. Read and know a little bit about everything. If you are going into fashion, public relations or sports public relations, then yes, you want to learn as much about fashion and sports, but learn a little bit about everything. Definitely know the top reporters in the industry. Public relations is sometimes seen as a glamorous job, but once you really get into it, you begin to think “Oh, is this what it is?” So be prepared.

NABJ JOURNAL: In your role as associate representative for NABJ, how do you prepare members to handle diversity issues, challenges and changes in their workplace?

ROBERTS: In addition to being the associate representative, I also serve on the Associate Member Task Force. We use our Facebook page and our list-serve to post jobs and encourage our members to go after opportunities, whether it’s jobs or more education. A story we hear often is about members coming to us with concerns that they cannot address within their company. For instance, there was a young member working for an agency and wanted to move up within the company. But she didn’t feel confident about her writing. She didn’t feel she received enough training in college. Most importantly, she didn’t feel as if she could talk to anyone in her workplace.

NABJ JOURNAL: That’s a good school of thought. But sometimes the diversity challenge is not one of color, but of gender.

ROBERTS: As women we are used to doing it all. And I really think we can…within reason. I say have a supportive family whether it be your mother or your spouse. As I get older, I realize that you have to balance the career and your family. I have been in business for over 15 years. So, I definitely encourage women to start a business or start a consulting practice.

NABJ JOURNAL: If you could choose one way to engender diversity in the public relations industry what would it be?

ROBERTS: In the P.R. profession we need to get to our young people earlier. As a chosen profession, it is not something they think about early on [as a viable career]. It is something they learn about in college or just stumble upon. I would say reach young people early on so they can learn more about the profession. Go to the classrooms. Go to the career fairs. I think that will make a difference.

As women we are used to doing it all. And I really think we can…within reason.

DAWN ANGELIQUE ROBERTS

OF NOTE

DAWN ANGELIQUE ROBERTS
The National Association of Black Journalists (NABJ) presented its fourth annual Media Institute for Media Professionals on Saturday, December 8, 2012 at the University of Maryland’s Phillip Merrill College of Journalism in College Park, Md. Hosted by Dawn Angelique Roberts, Associate Representative and NABJ’s Associate Member Task Force, the conference featured diverse programming for freelance and transitioning journalists, public relations practitioners, entrepreneurs and students. Workshop panelists represented industry leaders including dynamic speakers, Karen Taylor Bass, Chief Media Strategist, Brand New Mommy; Doxie A. McCoy, Senior Communications Manager for Mayor Vincent C. Gray (Washington, DC); Dawn Kelly, Vice President of Global Communications for Prudential, and many more.

Conference attendees had the opportunity to network with other journalists, public relations professionals and entrepreneurs in workshops that covered topics such as starting your own business, transitioning into public relations and teaching, using social media to build your personal brand, landing projects and contracts, and renewing and redefining career goals.

The theme, Charting the Path for Success in 2013: Taking Your Media Career to the Next Level, was selected to help media professionals shape and laser in on their 2013 professional goals.

Workshop titles included:

“This conference was an excellent opportunity for any media professional aiming to get ahead for 2013. We gathered the sharpest and brightest independent journalists and public relations professionals in the country to discuss how they were able to turn their skills into thriving businesses,” said NABJ President Gregory Lee Jr.

The NABJ Media Institute offers professional development opportunities, technical training, educational programs, conferences, workshops, entrepreneurial guidance, as well as web seminars, which consist of quality content, and provides resources for students, journalists, and public relations practitioners of color, relating to the media industry.

“Each year we encourage students, professors, business owners, public relations professionals, journalists and anyone looking for a career in communications to attend and learn about best practices in the areas of public relations and communications,” said Dawn Angelique Roberts, NABJ Associate Representative.
omen full of binders.”
“The 47 percent.”
“Please proceed, Governor.”

Less than two weeks after the re-election of Barack Obama as president of the United States last November, those timeless phrases that peppered the last days of the 2012 campaign were analyzed and dissected by political journalists and pundits at Georgetown University Law Center.

The NABJ Media Institute conference, Watergate III: The Last Word on the 2012 Election, enabled panelists and guests to share experiences from the campaign trail and to assess the impact of Supreme Court decisions such as the Affordable Care Act and voter suppression activity, according to Charles Robinson, the conference chair. The daylong conference also drew African American members of the Republican Party who addressed the GOP’s lack of success in attracting more minority voters.

“We heard why Latino voters overwhelmingly supported Obama,” said Robinson. “We took on pollsters who discounted polling of communities of color. Lastly, we started to look at politicians who are making the leap from local stars to national stars.”

Just as Internet technology was crucial in the success of both Obama victories, Twitter, Instagram and Facebook provided interactive windows for journalists unable to attend the program. Throughout the day, photos and live stream videos were posted by conference attendees on various social media sites.

“The members of the NABJ Political Reporters Taskforce know our work is never done,” said Robinson. “We encourage all reporters who cover city halls, school boards, state houses, Congress and the White House to join our ranks as we encourage and promote the next generation of political reporters.”

Charles Robinson, III
Political Reporter
Maryland Public Television

Photos by RYAN ALPHONSO
The National Association of Black Journalists welcomes you to join us in Orlando, FL, July 31-August 4, 2013 for the 38th Annual Convention and Career Fair! Thousands of journalists, media executives, public relations professionals, and students will participate in professional development sessions and celebrate excellence in journalism.

This year’s theme is “People, Power, Passion: The Power of NABJ.” It will be hosted at the Gaylord Palms Resort and Convention Center.

Whether you’re a student trying to break into the business or a veteran journalist trying to thrive in new media—NABJ’s workshops will help you take your career to the next level. You’ll learn strategies on how to market your journalism skills in and out of the newsroom, how to get the big stories, and we’ll give you the latest technology tools every journalist needs to succeed.

And everyone knows that NABJ members know how to work hard and play hard! Our special events include the Salute to Excellence Gala, Sports Task Force Jam Party, Celebrity Golf Tournament, Gospel Brunch, 5K Walk/Run, Author’s Showcase and Bookstore, and many more opportunities to network with the best in the business.

Pre-Registration ends on June 15, 2013. Please visit www.NABJ.org for more information and to register.

(sunglasses not included)
NABJ Members on the Move

CONGRATULATIONS TO ...

NABJ President **GREGORY H. LEE Jr.** on his new role as executive sports editor of the South Florida Sun Sentinel.

Member **CHERI GREGG** on her new role as Community Affairs Reporter for KYW Newsradio 1060 in Philadelphia.

**KEVIN MERIDA** on his new role as managing editor of The Washington Post. This appointment is the highest position a black journalist has achieved at the newspaper.

**TRYMAINE LEE** will join MSNBC as a national writer for MSNBC.com.

**BYRON PITS** on his new appointment as an anchor and chief national correspondent at ABC News.

**DOROTHY BLAND** on her new role as the dean of the University of North Texas’ Frank W. and Sue Mayborn School of Journalism. Her appointment will begin in June.

NABJ’s Region IV Director **A.J. ROSS** on joining WKYC-TV in Cleveland as a multimedia journalist.

**MICHAELA PEREIRA** on the announcement that she will join CNN’s new morning show as its News Anchor based out of New York.

**WESLEY LOWERY** on being named a metro reporter at The Boston Globe.

**YYETTE MILEY** who has been promoted to Senior Vice President at MSNBC.

Member **KEN STRICKLAND** on his promotion to Vice President and D.C. Bureau Chief at NBC News.

CNN all platform journalist **SARAH HOYE** who is to be honored as the recipient of The Women’s Media Center’s 2012 Carol Jenkins Award.
Every action has a reaction. A thought that sparks curiosity. A step that leads to discovery. And an opportunity to improve the lives of millions. Every decision you make can open new doors. Make Lilly your next big move and fully realize the power of choice.

When you work with Lilly, you will have the opportunity to work with people who have a common goal. To work with a rich pipeline of best-in-class products that heal and improve lives, and to move within a company with over 135 years of service and more than $23 billion in sales. Choose Lilly and make your future, and that of others, a better one.

Be connected. Be inspired. Be a catalyst.
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NABJ Founders

Norma Adams-Wade
Dallas Morning News

Carole Bartel
CORE Magazine

Edward Blackwell (Deceased)
Milwaukee Journal

Paul Brock
Founding Executive Director

Reginald Bryant (Deceased)
Black Perspective on the News

Maureen Bunyan
WTOP-TV
Washington, D.C.

Crispin Campbell
WNET-TV
New York

Charlie Cobb
WHUR Radio
Washington, D.C.

Marilyn Darling
WHYY-TV
Wilmington, Del.

Leon Dash
The Washington Post

Joe Davidson
Philadelphia Bulletin

Allison J. Davis
WBZ-TV
Boston

Paul Delaney
The New York Times

William Dilday
WLBT-TV
Jackson, Miss.

Sandra Rosen Dillard
Denver Post

Joel Dreyfuss
The Washington Post

Sam Ford
WCCO-TV
Minneapolis

David Gibson
Mutual Black Network

Sandra Gilliam-Beale
WHIO-TV
Dayton, Ohio

Bob Greenlee
New Haven Register

Martha Griffin
National Public Radio

Vernon Jarrett (Deceased)
Chicago Tribune

Mal Johnson (Deceased)
Cox Broadcasting

Toni Jones
Detroit Free Press

H. Chuku Lee
Africa Journal Ltd.

Claude Lewis
Philadelphia Bulletin

Sandra Dawson Long
News Journal
Wilmington, Del.

Pluria Marshall
Freelancer

Acel Moore
Philadelphia Inquirer

Luix Overbea (Deceased)
Christian Science Monitor

Les Payne
Newsday

Claudia Polley
NBC

Max Robinson (Deceased)
WTOP-TV
Washington, D.C.

Chuck Stone
Philadelphia Daily News

W. Curtis Riddle
Louisville (Ky.) Courier Journal

Jeannye Thornton
U.S. News & World Report

Francis Ward
Los Angeles Times

Charlotte Roy
Detroit Free Press

Vince Sanders
National Black Network

John C. White
Washington Star

DeWayne Wickham
The Baltimore Sun
## NABJ Lifetime Members

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<td>Pluria Marshall</td>
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<td>Les Payne</td>
<td>LT. Colonel Mary Ann Warren</td>
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<td>Renee Ferguson</td>
<td>Michelle Phillips Fay</td>
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<td>Patricia Harvey-Lombard</td>
<td>Bob Reid</td>
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A COMMITMENT TO DIVERSITY
The National Association of Black Journalists (NABJ) is an organization of nearly 4,000 journalists, students and media-related professionals that advocates for diversity in newsrooms and in news content. We are committed to providing quality programs and services for black journalists worldwide.

As a NABJ member, you’ll receive these valuable resources and benefits:

- Year-Round Personal and Professional Development Opportunities
- Access to NABJ Jobs Online
- Access to the NABJ Annual Career Fair
- Leadership and Mentoring Opportunities
- Regional and National Networking Opportunities
- Industry Information and Action Alerts
- Scholarship and Internship Opportunities
- Discounts on Convention Registrations, Regional Conferences and NABJ Media Institute programs
- Participation discount for annual Salute to Excellence Awards Contest
- Student Services Support
- Members-only Web Access, including Online Membership Directory
- Free subscription to NABJ E-News, our weekly electronic newsletter
- Free subscription to NABJ Journal, our quarterly magazine
- NABJ Annual Report

PURPOSE OF APPLICATION  □ New Membership □ Renewal

1. WORK / SCHOOL
Membership profile (please print clearly)

First Name: ___________________________ Middle Initial: ______ Last Name: ___________________________

Date of Birth (mm/dd) ___________________________

Title: ___________________________

Company/School: ___________________________

Company/School Address: ___________________________

City: ___________________________ State: ______ Zip Code: ______

Work Phone: ___________________________ Work Fax: ___________________________

Work E-mail Address: ___________________________

Website: ___________________________

Referred by: ___________________________

2. HOME

Home Address: ___________________________

City: ___________________________ State: ______ Zip Code: ______

Home Phone: ___________________________ Home Fax: ___________________________

Home E-mail Address: ___________________________

3. COLLEGE/GRADUATE STUDENT MEMBERS

□ Freshman □ Senior
□ Sophomore □ Graduate Student
□ Junior □ Graduation Year: __________
□ High School member (see next page)

4. RELEASE INFORMATION

Indicate preferred mailing address:

□ Home □ Work/School

NABJ occasionally receives requests for our membership mailing list to disseminate vital industry and educational information to NABJ members. Would you like to be included in such mailings?

□ Yes □ No

5. MEMBERSHIP DEMOGRAPHICS

a) What is your gender?

□ Female □ Male

b) What is your age group?

□ 16-24 □ 25-34 □ 35-44
□ 45-54 □ 55-64 □ 65 and over

c) Which best describes you?

□ Executive □ Management
□ Staff □ Student

d) Which of the following fields do you work in primarily?

□ Newspaper □ Magazine □ Newspaper
□ Television □ Radio □ Online Media
□ Educator □ Student □ Public Relations

e) How many years have you worked in the industry?

□ 0-2 □ 3-5 □ 6-10
□ 11-20 □ 21+ years
6. PROGRAM INTERESTS  Mark all that apply

- Speakers Bureau
- Mentor Program
- Student Development Program
- Other

7. VOLUNTEER INTERESTS

- Fundraising
- Advocacy
- NABJ Journal
- Communication
- Task Force/Committees
- Other

8. MEMBERSHIP TYPES & DUES

- Full Member ........................................... $100
  Working journalists, including reporters, editors, photographers, newsroom managers, etc. who produce, gather and disseminate news for newspapers, television and radio stations, magazines, wire services, etc. and full-time freelance journalists.

- Multi-Year Membership – FOR FULL MEMBERS ONLY
  - Two Years ($180)
  - Five Years ($450)

- Premium Full Member ............................. $150
  Same as full member eligibility plus additional benefits to include: VIP express registration at NABJ annual convention; acknowledgement in convention program book and journal; NABJ premium member lapel pin and special gift.

- Lifetime Full Member .............................. $3,000
  Full life membership; plus free yearly convention registration; VIP registration; VIP seating; exclusive invites; exclusive NABJ Film Festival Event Tickets; acknowledgement in convention program book, NABJ Journal and Web site; a lapel pin; a certificate; discounts to NABJ programs; 5% Discount on Merchandise.

- Emeritus/Retired Full Member .................... $79
  Full members who have retired from active work in the journalism field, but who are still participating in the organization.

- Associate Member ................................. $75
  Part-time freelance journalists, journalism educators, public relations and other media-related professionals.

- Student Member .................................. $40
  Full-time students in an accredited college or university. Course of study must be in the communication field, preferably journalism. (Copy of student ID required.)

- High School Member .............................. $35
  Intended course of study must be in the communications field, preferably journalism. (Copy of student ID required.)

Membership Dues Total ............................. $________

Plus my tax-deductible DONATION to support:

- NABJ On The Move Fund $________
- National Scholarship $________
- Internship Fund $________
- Student Development Program Fund $________
- Support a Student to Attend NABJ Convention $________
- Administrative Fee $3.00

TOTAL $________

9. PAYMENT METHOD

- Visa
- Check
- Master Card
- Money Order
- American Express

   Account Number

   CVV Number

   Expiration Date  Billing Zip code

   Cardholder’s Name (as it appears on the card – please print)

   Signature of Cardholder

10. SUBMIT APPLICATION

   VIA WEB
   A fast, easy and secure way to join. Go to www.nabj.org and click on Join NABJ. Credit card payments only.

   VIA FAX
   NABJ: 301.314.1714
   Credit Card payments only

   VIA MAIL
   National Association of Black Journalists
   P. O. Box 418262
   Boston, MA 02241-8262

   VIA CREDIT CARD/CHECK
   Secured website for credit card payment and/or the convenience of personal check by mail.

   Please allow two weeks for processing.

   For NABJ Office Use

   Membership #
   Category
   Fee
   Prior Exp. Date
   DOE
   Lockbox Dep.
   Code

Please note that tax-deductible contributions (for income tax purposes) may be considered ordinary and necessary business deductions.

   Consult your tax advisor.

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