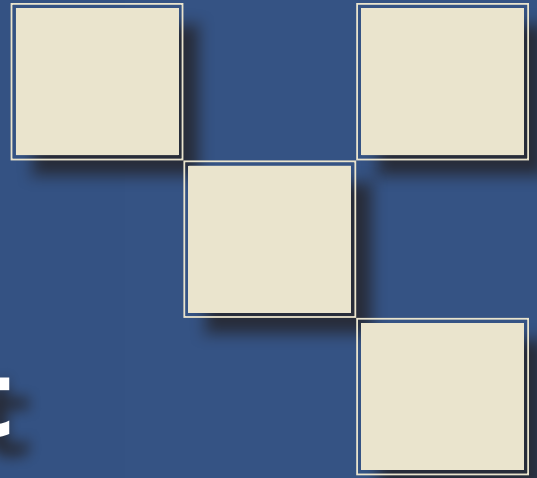


# Annual Report

## 2010-2011



NATIONAL  
ASSOCIATION  
OF BLACK  
JOURNALISTS





# TABLE OF CONTENTS

<b>Message from the President</b>	<b>3</b>
<b>Board of Directors</b>	<b>6</b>
<b>Committees and Task Forces</b>	<b>7</b>
<b>NABJ Awards</b>	<b>8</b>
<b>S.E.E.D Program</b>	<b>14</b>
<b>Membership</b>	<b>18</b>
<b>Media Institutes</b>	<b>19</b>
<b>NABJ Annual Convention</b>	<b>20</b>
<b>Financial Report</b>	<b>24</b>

## **National Association of Black Journalists**

1100 Knight Hall, Suite 3100

College Park, Maryland 20742

Phone: (301) 405-0248 | Fax: (301) 314-1714

[www.nabj.org](http://www.nabj.org)

## MESSAGE FROM THE PRESIDENT

Dear NABJ Members & Friends,

As the 19th President of the National Association of Black Journalists (NABJ), I would like to thank you for your continued support of NABJ. This report provides a summary of the goals we've achieved, of our advocacy efforts, of the programs we hosted, and of the resources we provided to the membership, none of which would have been possible without your support.

During the 2010 and 2011 fiscal years, NABJ rose to the occasion and demonstrated that we remain committed to the cause of advocating on behalf of black journalists worldwide. Our advocacy efforts and programs were devoted to providing training and career development opportunities, sensitizing the media towards the portrayal of people of color, encouraging media entrepreneurship, celebrating exceptional work by black journalists or works which provided exceptional coverage of the black community, and developing a pipeline from which comes the next generation of highly skilled journalists and capable newsroom leaders.

In the summer of 2011 we hosted a successful convention in Philadelphia, Pennsylvania, which began a series of events designed to allow for skill development, as well as networking for our members such as NABJ's CBC Reception, the 2011 Hall of Fame, and national Media Institutes including the Health Disparities Conference and the Media Professionals Conference. NABJ also hosted a Media Institute on Health Reporting in Los Angeles. This in addition to hosting our student targeted programming like the NABJ Multimedia Short Courses.

All the while NABJ spoke up when the time came about issues which needed to be addressed in the media. NABJ continues to make regular advocacy visits to media companies, NABJ task forces continue to host online trainings and webinars for their constituencies, and we seek continued partnerships with other organizations to make NABJ an organization relevant to you, and which works for you 365 days a year.

Through this report, we offer you but a sampling of the ways in which NABJ remains poised to lead. We will strive to continue to increase our membership and sponsor support as well as provide innovative programs and resources.

I invite you to read our annual report for more information about the state of our NABJ.

Yours in Service,

Gregory Lee, Jr.  
NABJ President



## MESSAGE FROM THE EXEC. DIRECTOR

My dear NABJ Family and Friends,

Our organization began 2010 facing new challenges on top of already existing ones. While the entire country suffered from the economic downturn, the media industry was no different.

It was hit hard by layoffs and major shifts in the traditional news model. In addition to a slow economy and rapidly changing industry, we faced internal financial issues.

In addition to these financial pressures, NABJ faced concern over our relationship with UNITY. There were many concerns over the direction the organization was taking and the decision was made to leave. There were significant questions regarding NABJ's ability to attract support from sponsors and members to the 2011 Annual Convention and the impact on NABJ's finances.



The Convention was a rousing success both financially and programmatically, silencing many skeptics. It surpassed all expectations and attracted new and existing sponsors to NABJ. The 2011 Career Fair rated exceptionally well and exceeded UNITY member conventions that year. The success of both the Convention and Career Fair not only attracted sponsors, but encouraged them to continue to partner with NABJ in the future. The strong financial position we acquired throughout the year enabled us to tackle many longstanding problems and begin key steps to improve the financial and administrative structure of NABJ. We renegotiated equipment leases, replaced decade old failing computers and began systematically applying for grants. We initiated new financial management strategies to rebuild our credit worthiness and we launched new media institutes to service our members.

The financial problems faced by NABJ only made the organization stronger. It encouraged us to re-examine our business model and streamline where possible and pragmatic. We recognized our weaknesses and strengthened internal procedures. As a family, we will face the challenges together head on and embraced the opportunities for improvement opened up for us. We commend President Kathy Times, President Gregory Lee, and the 2010 and 2011 Board of Directors for their outstanding leadership and service.

Yours in Service,

Maurice Foster  
NABJ Executive Director



## OUR MISSION

The National Association of Black Journalists (NABJ) is an organization of journalists, students, and media-related professionals that provides quality programs and services to and advocates 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.

Many of NABJ's members also belong to one of the dozens of professional and student chapters that serve black journalists nationwide.



### NABJ IS COMMITTED TO:

**STRENGTHENING** ties among black journalists.

**SENSITIZING** all media to the importance of fairness in the workplace for black journalists.

**EXPANDING** job opportunities and recruiting activities for veteran, young and aspiring black journalists, while providing continued professional development and training.

**INCREASING** the number of black journalists in management positions and encouraging black journalists to become entrepreneurs.

**FOSTERING** an exemplary group of professionals that honors excellence and outstanding achievements by black journalists, and outstanding achievement in the media industry as a whole, particularly when it comes to providing balanced coverage of the black community and society at large.

**PARTNERING** with high schools and colleges to identify and encourage black students to become journalists and to diversify faculties and related curriculum.

**PROVIDING** informational and training services to the general public.

### NABJ MEMBER BENEFITS:

**ACCESS** to year-round professional development through the NABJ Media Institute, the annual convention and career fair and regional conferences.

**OPPORTUNITIES** --and a responsibility--to help ensure fair and balanced media coverage of the black community and to encourage the industry to hire and retain more black journalists.

**PROFESSIONAL DEVELOPMENT** for black journalists seeking to improve their skills and advance to newsroom management.

**RECOGNITION** of journalistic excellence and achievement via the annual Salute to Excellence and Special Honors awards.

**SUBSCRIPTIONS** to the annual NABJ Journal, NABJobs Online, NABJ Forum, MyNABJ.org, and NABJ E-News.

**MENTORING** and recruiting the next generation of aspiring black journalists through our partnership programs with high schools and colleges across the country.

# NABJ BOARD OF DIRECTORS

# COMMITTEE & TASK FORCE CHAIRS

## 2009-2011

**PRESIDENT**  
**KATHY TIMES**  
INDEPENDENT JOURNALIST  
JACKSON, MS

**VICE PRESIDENT/PRINT**  
**DEIRDRE M. CHILDRESS**  
ENTERTAINMENT/WEEKEND EDITOR  
THE PHILADELPHIA INQUIRER  
PHILADELPHIA, PA

**VICE PRESIDENT/BROADCAST**  
**BOB BUTLER**  
REPORTER  
KCBS RADIO  
SAN FRANCISCO, CA

**SECRETARY**  
**ROLAND MARTIN**  
ANALYST/COMMENTATOR  
TV ONE/CNN  
CHICAGO, IL

**TREASURER**  
**GREGORY H. LEE, JR.**  
SENIOR ASSISTANT SPORTS EDITOR  
THE BOSTON GLOBE  
BOSTON, MA

**PARLIAMENTARIAN**  
**TONU FRANCOIS**  
EDITORIAL PRODUCER  
CNN  
PLANTATION, FL

**REGION I DIRECTOR**  
**KATINA REVELS**  
PHOTO EDITOR  
THE ASSOCIATED PRESS  
NEW YORK, NY

**REGION II DIRECTOR**  
**CHARLES F. ROBINSON, III**  
CORRESPONDENT/ASSOCIATE PRODUCER  
MARYLAND PUBLIC TELEVISION  
BALTIMORE, MD

**REGION III DIRECTOR**  
**KEN KNIGHT**  
MULTIMEDIA REPORTER/WEB PRODUCER  
THE TAMPA TRIBUNE  
TAMPA, FL

**REGION IV DIRECTOR**  
**KEITH REED**  
INDEPENDENT REPORTER  
SHAKER HEIGHTS, OH

**REGION V DIRECTOR**  
**CINDY GEORGE**  
HEALTH REPORTER  
HOUSTON CHRONICLE  
HOUSTON, TX

**REGION VI DIRECTOR**  
**LISA COX**  
TV NEWS PRODUCER  
KTLA-TV  
LOS ANGELES, CA

**ASSOCIATE REPRESENTATIVE**  
**APRILL O. TURNER**  
NATIONAL COMMUNICATIONS  
DIRECTOR  
PARTNERSHIP FOR WORKING FAMILIES  
WASHINGTON, DC

**STUDENT REPRESENTATIVE**  
**GEORGIA DAWKINS**  
PRODUCER  
WBBH/WZVN  
FORT MYERS, FL

**MEMBERSHIP**  
Georgia Dawkins, WBBH NBC-2

**PROGRAMS**  
Convention Chair  
Carol Ash  
Kennedy King College

Program Chair  
Benét J. Wilson  
Aircraft Owners and Pilots Association

**STUDENT EDUCATION ENRICHMENT & DEVELOPMENT PROGRAMS (SEED)**  
Chair:  
Demorris Lee  
St. Petersburg Times

High School Program  
Russell LaCour  
Tulsa World

**NABJ JOURNAL**  
Managing Editor (Print)  
Bonnie Newman Davis,  
North Carolina A&T State University

Managing Editor (Online):  
Marlon A. Walker  
St. Louis Post-Dispatch

**AWARDS**  
Ray Metoyer  
WNEG-TV (Athens, Ga.)

**MEDIA MONITORING**  
Eric Deggans  
St Petersburg Times

**CONSTITUTION AND OPERATING PROCEDURES**  
Sharyn Flanagan  
USA Today

**FINANCE**  
Condace Pressley  
News/Talk 750 WSB

**COUNCIL OF PRESIDENTS**  
Sarah Glover  
NBC10 Philadelphia

**ELECTIONS**  
Glenn Rice  
The Kansas City Star

**COMMUNICATIONS**  
Christopher E. Nelson  
Independent Journalist

**DEVELOPMENT**  
Lynn Norment  
Carol H. Williams Advertising

**MEDIA INSTITUTE**  
Doug Mitchell  
"NewU" Entrepreneur Fellowship Program  
Career Coach, "Knowledgewebb.net"

**SPECIAL HONORS**  
Leisa Richardson  
Indianapolis Star Tribune

**HALL OF FAME**  
Maureen Bunyan  
WJLA-TV (Washington)  
NABJ Founder

**PRINT ADVOCACY**  
Don Hudson  
The Clarion Ledger

**ARTS AND ENTERTAINMENT TASK FORCE**  
Kelley L. Carter  
Entertainment Journalist

Adrienne Samuels Gibbs  
Ebony Magazine

**ASSOCIATE MEMBER'S TASK FORCE**  
Gabrielle Maple Lee  
Fleishman Hillard- NY

**BLACK PRESS TASK FORCE**  
Tene Croom  
Tene Croom Communications

**BROADCAST TASK FORCE**  
Will Wright  
NBC News

**COPY EDITORS TASK FORCE**  
Diane M. Hawkins  
Louisville Courier-Journal

**DIGITAL JOURNALISM TASK FORCE**  
Benét J. Wilson  
Aircraft Owners and Pilots Association

**FOUNDERS TASK FORCE**  
Maureen Bunyan  
WJLA-TV (Washington)  
NABJ Founder

**GLOBAL JOURNALISM TASK FORCE**  
Rochelle Riley  
Detroit Free Press

Jeff Ballou  
Al Jazeera Network

**LGBT Task Force**  
Jonathan Adams  
Lambda Legal

Kimberly McLeod  
National Black Justice Coalition

**POLITICAL JOURNALISM TASK FORCE**  
Sonya Ross  
Associated Press

**SPORTS JOURNALISM TASK FORCE**  
Marc Spears  
Yahoo! Sports

**VISUAL TASK FORCE**  
Sonja Foster  
Bloomberg

**YOUNG BLACK JOURNALISTS TASK FORCE**  
Talia Buford  
Politico

Felicia Brown  
You Talk With Felicia Brown

## 2011-2013

**PRESIDENT**  
**GREGORY H. LEE, JR.**  
EXECUTIVE SPORTS EDITOR  
SOUTH FLORIDA SUN SENTINEL  
FT. LAUDERDALE, FL

**SECRETARY**  
**LISA D. COX**  
TV NEWS PRODUCER  
KTLA-TV/TRIBUNE  
LOS ANGELES, CA

**TREASURER**  
**KEITH REED**  
SENIOR EDITOR  
ESPN THE MAGAZINE  
BRISTOL, CT

**PARLIAMENTARIAN**  
**CINDY GEORGE**  
HEALTH ACCESS REPORTER  
HOUSTON CHRONICLE  
HOUSTON, TX

**REGION I DIRECTOR**  
**SHERLON CHRISTIE**  
SPORTS EDITOR  
ASBURY PARK PRESS  
NEPTUNE, NJ

**REGION II DIRECTOR**  
**COREY DADE**  
NATIONAL CORRESPONDENT  
NPR  
WASHINGTON, DC

**REGION III DIRECTOR**  
**DEDRICK RUSSELL**  
REPORTER  
WBTV/RAYCOM MEDIA  
CHARLOTTE, NC

**REGION IV DIRECTOR**  
**A.J. ROSS**  
REPORTER  
ABC 6/ FOX 28  
SINCLAIR BROADCASTING  
COLUMBUS, OH

**REGION V DIRECTOR**  
**MARY BENTON**  
REPORTER, KPRC-TV (NBC)  
POST-NEWSWEEK  
HOUSTON, TX

**REGION VI DIRECTOR**  
**MICHELE FITZUGH-CRAIG**  
EDITOR-IN-CHIEF  
SHADES MAGAZINE  
OAKLAND, CA

**ASSOCIATE REPRESENTATIVE**  
**DAWN ANGELOQUE ROBERTS**  
MANAGING PARTNER/FOUNDER  
KD COMMUNICATIONS GROUP  
PHILADELPHIA, PA

**STUDENT REPRESENTATIVE**  
**WESLEY LOWERY**  
BOSTON GLOBE  
OHIO UNIVERSITY (2012)  
ATHENS, OH

## NATIONAL OFFICE STAFF

**EXECUTIVE DIRECTOR**  
MAURICE FOSTER

**DEVELOPMENT MANAGER**  
HARRY CARTER

**COMMUNICATIONS COORDINATOR**  
**INTERN**  
KYLEAH STARLING

**FINANCE MANAGER**  
NATHANIEL CHAMBERS

**CONSULTANT**  
PAUL BROCK

**PROGRAM ASSISTANT INTERN**  
FAITH JESSIE

**MEMBERSHIP MANAGER**  
VERONIQUE DODSON

**ADMINISTRATIVE ASSISTANT**  
SCOTT BERRY

**PROGRAM MANAGER**  
JANNICE HODGE

**PROGRAM ASSISTANT**  
LISA WALDSCHMITT



# NABJ AWARDS

## 2011 HALL OF FAME

Every year, NABJ pays homage to legendary black journalists who have made outstanding contributions to the industry. Founded on April 5, 1990, we have been proud to honor the 50 members of the NABJ Hall of Fame over the last two decades and will continue to preserve their legacy for the future.

Nominations are approved by the NABJ Board of Directors. Until 2009, new inductees were installed annually at the NABJ Hall of Fame Banquet and Inductions, held in conjunction with the NABJ Annual Convention. In 2010, a decision was made that these honors deserved to be convened at a separate event.

For 2011, NABJ partnered with The Newseum in downtown Washington, DC to host the Hall of Fame Gala. The star-studded red carpet event proved to be a heralded success and yielded much needed funds for NABJ scholarships and programs. NABJ subsequently entered into a three-year partnership with The Newseum, which allows the event to be held there through 2014.

The 2011 Inductees were: **RAY TALIAFERRO**, KGO NEWSTALK AM 810; **JC HAYWARD**, WUSA Channel 9; **ED BRADLEY**, 60 Minutes, CBS News (Posthumously; accepted by his wife, Patricia Blanchet); **MERRI DEE**, WGN-TV; and **EUGENE ROBINSON**, The Washington Post.



## IDA B. WELLS AWARD

The National Conference of Editorial Writers & NABJ jointly and proudly award the prestigious Ida B. Wells Award to a media executive or manager who has made outstanding efforts to make newsrooms and news coverage more accurately reflect the diversity of the communities they serve. In 2011, we were honored to award the Ida B. Wells Award to **WALTERENE SWANSON** for her work as director of diversity management for National Public Radio and helping to recruit, promote, train, and retain people of color and women.



## SPECIAL HONORS

NABJ Special Honors represent the highest award bestowed upon our members. NABJ members, affiliate chapters, and others nominate those who represent the best of the best among black journalists. These honors are awarded at the NABJ Annual Convention at a magnificent gala and banquet.

These Special Honors include the Journalist of the Year, President's Award, Emerging Journalist of the Year, Journalism Educator of the Year, Legacy Award, Lifetime Achievement Award, Pat Tobin Media Professional Award, Student Journalist of the Year, Percy Qoboza Foreign Journalist of the Year, Community Service Award, Best Practices Award, Chapter of the Year, and Student Chapter of the Year. For more information regarding award criteria and nominations, please visit the NABJ website, [www.nabj.org](http://www.nabj.org).

### 2011 WINNERS

Journalist of the Year - **JACQUELINE CHARLES**  
President's Award - **JOHNATHAN RODGERS**  
Emerging Journalist of the Year - **KIMBERLEY MARTIN**  
Journalism Educator of the Year - **BONNIE NEWMAN DAVIS**  
Legacy Award - **CLAIRE SMITH**  
Lifetime Achievement Award - **ACEL MOORE**  
Pat Tobin Media Professional Award - **SHEILA BROOKS**  
Student Journalist of the Year - **ASHLEY WILLIAMS**  
Percy Qoboza Foreign Journalist - **JEAN-CLAUDE KAVUMBAGU**  
Community Service Award - **STACEY TISDALE**  
Best Practices - **ESPN'S 30 FOR 30 SERIES**  
Chapter of the Year - **DETROIT, MI CHAPTER**  
Student Chapter of the Year - **UNIV. OF GEORGIA - ATHENS CHAPTER**

### 2010 WINNERS

Journalist of the Year - **SOLEDAD O'BRIEN**  
President's Award - **DREW BERRY**  
Emerging Journalist of the Year - **MICHAEL FEENEY**  
Journalism Educator of the Year - **JAMES HAWKINS**  
Legacy Award - **PAULA MADISON**  
Lifetime Achievement Award - **PAUL DELANEY**  
Student Journalist of the Year - **PHILLIP LUCAS**  
Percy Qoboza Foreign Journalist - **MANJAMA BALAMA-SAMBA, HENRIETTA KPAKA, ISHA JALLOH, & JENNEH BRIMA**  
Community Service Award - **MICHELLE SINGLETARY**  
Best Practices - **NBC UNIVERSAL**  
Chapter of the Year - **PHILADELPHIA, PA CHAPTER**  
Student Chapter of the Year - **FLORIDA A&M UNIVERSITY CHAPTER & HOWARD UNIVERSITY CHAPTER**

## SALUTE TO EXCELLENCE

Awarded at the Annual Convention and Career Fair, the NABJ Salute to Excellence Awards highlight exceptional pieces of journalism in print, broadcast, and multimedia. These awards cover the varied range of talents and occupations within our industry, including design, photography, long-form written pieces, serial stories, documentaries, interviews, and public relations.

In 2011, it was determined that Salute to Excellence and Special Honors should have their own award banquets during the Annual Convention. The Salute to Excellence awards are presented at a separate pre-ceremony, known as Salute to Excellence I, which precedes the Salute to Excellence Special Honors gala banquet.

# 2011 SALUTE TO EXCELLENCE WINNERS

## NEWSPAPER 150,000 AND UNDER

News - Single Story  
"Trial by Fire"  
Joel Warner  
Westword

News - Series  
"Tough Times: Akron's Black Community at Risk"  
David Knox, Colette Jenkins  
Akron Beacon Journal

News - Feature: Single Story  
"Mystery Record"  
Emily Kaiser  
City Pages

News - Investigative  
"Taken for a Ride"  
Joel Warner  
Westword

News - Feature: Series  
"Brother, Can You Spare Some Time?"  
Jamaal Abdul-Alim  
Youth Today

News - International  
"Dr. Peanut"  
Aimee Levitt  
Riverfront Times

News - Specialty  
"Paco's 2nd Round"  
Mark Kram  
Philadelphia Daily News

News - Sports  
"Fifth Ward Saints"  
Chasen Marshall  
Houston Press

News - Photography: Single Image  
"Dominican Parade"  
Sarah J. Glover  
Philadelphia Daily News

## NEWSPAPER OVER 150,000

News - Single Story  
"The Ghost of Public Housing"  
Maudlyne Ihejirika  
Chicago Sun-Times

News - Series  
"The Shirley Sherrod Story"  
Mary Clare Jalonick  
The Associated Press

News - Feature: Single Story  
"Black Flight Hits Detroit"  
Alex P. Kellogg

The Wall Street Journal

News - Feature: Series  
"Master of Cuisine, Slave of Washington"  
Craig LaBan  
The Philadelphia Inquirer

News - Investigative  
"Education Inc."  
Daniel Golden, John Hechinger, John Lauerman  
Bloomberg News

News - International  
"Haiti"  
Ridgely Ochs, J. Conrad Williams  
Newsday

News - Specialty  
"The Boy was Called 50 Tyson"  
Corey Mitchell  
Star Tribune

News - Sports  
"A Warrior's New Fight"  
James E. Causey  
Milwaukee Journal Sentinel

News - Business  
"Meet the women who helped keep Hugo Boss in town"  
Olivera Perkins, Debra Adams  
Simmons  
The Plain Dealer

News - Commentary  
"Education: A Choice and a Voice"  
Rochelle Riley  
Detroit Free Press

News - Special Project  
"A Portrait of Hunger"  
Sharon Gekoski-Kimmel, Alfred Lubrano  
Philadelphia Inquirer

News - Art & Design: Page Design  
"King's Court"  
Emmet Smith, John Kuntz, Debra Adams Simmons  
The Plain Dealer

News - Photography: Single Image  
"Looting Aftermath"  
Ramon Espinosa  
The Associated Press

News - Photography: Multiple Images  
"Apollo Kid"  
Marvin Joseph

The Washington Post

## MAGAZINE OVER 1 MILLION

Magazine - General Reporting  
"The Coal Miner's Wife"  
Kevin Chappell  
Ebony Magazine

Magazine - Single Topic Series  
"Ebony Education Special"  
Amy DuBois Burnett  
Ebony Magazine

Magazine - Investigative  
"Black Girls for Sale"  
Angela Burt-Murray, Jeannine Amber, Rosemarie Robotham  
Essence Magazine

Magazine - International  
"Sister Soldiers in Afghanistan"  
Angela Burt-Murray, Abigail Hauslahner, Jeannine Amber  
Essence Magazine

Magazine - Specialty  
"Watering The Food Desert"  
Adrienne Samuels Gibbs, Amy DuBois Barnett  
Ebony Magazine

Magazine - Sports  
"Giving Kids a Lifeline"  
Andrew Lawrence  
Sports Illustrated

Magazine - Business  
"The Power Package"  
Angela Burt-Murray, Tanisha A. Sykes  
Essence Magazine

Magazine - Commentary / Essay  
"Is Black Leadership Dead?"  
Amy DuBois Burnett  
Ebony Magazine

Magazine - Art & Design: Page Design  
"Ebony 65th Anniversary Covers"  
Amy DuBois Burnett, Dudley Brooks, Keith Major, Mario Wilson  
Ebony Magazine

Magazine - Art & Design: Graphics  
"The Ebony Lists of 65"  
Amy DuBois Burnett, Lynnette Galloway, Ebony Staff  
Ebony Magazine

## MAGAZINE UNDER 1 MILLION

Magazine - General Reporting  
"Correcting Corrections"  
Trevor W. Coleman, Lori S. Robinson  
B.L.A.C. Magazine

Magazine - Single Topic Series  
"State of Our Girls"  
Yanick Rice Lamb, Kendra Lee, Demene Millner, Eisa Ulen  
Heart and Soul Magazine

Magazine - Investigative  
"Stolen Futures"  
Angela Caputo, Kimbriell Kelly  
The Chicago Reporter

Magazine - Specialty  
"Cleanse Craze"  
Yanick Rice Lamb, Kendra Lee, Robin Stone  
Heart and Soul Magazine

Magazine - Business  
"Where Entrepreneurs Need Nerves of Steel"  
Steven Gray  
Fortune Magazine

Magazine - Commentary / Essay  
"Pain & Promise: An Essay on the Politics of Detroit"  
Trevor W. Coleman, Lori S. Robinson  
B.L.A.C. Magazine

Magazine - Art & Design: Page Design  
"Spa Special"  
Yanick Rice Lamb, Kendra Lee, Debra Moore  
Heart and Soul Magazine

## RADIO MARKET 16 & BELOW

Radio - News: Short Form  
"Haitian Creole"  
Leoneda Inge  
North Carolina Public Radio - WUNC FM

Radio - Documentary  
"Curtis Mayfield - Keep on Pushin"  
The Midnight Ravers  
WBAL-NY 99.5 FM

Radio - Public Affairs: Program  
"Freedom Plow: The Michael Eric Dyson Show"  
Michael Eric Dyson, Davar Ardalan, Bob Malesky  
www.dysonshow.org

Radio - Public Affairs: Interview/Discussion  
"Maya Angelou: The Michael Eric Dyson Show"  
Michael Eric Dyson, Davar Ardalan, Teria Rogers, Carlos Olazagasti  
www.dysonshow.org

Radio - Feature  
"North Carolina Mutual"  
Leoneda Inge  
North Carolina Public Radio - WUNC FM

Radio - Sports  
"Black Ice, Gold Mettle"  
Phil Farrar  
AM 600 KOGO San Diego

Radio - News: Long Form  
"Chicago still not up to speed with new gun law"  
Robert Wildeboer, Cate Cahan  
Chicago Public Radio - WBEZ FM Chicago

## RADIO TOP 15 MARKET

Radio - Sports  
"Chlorine and Curls"  
Jenna Flanagan  
WNYC Radio - New York City

Radio - News: Short Form  
"Transgender Woman Fights Public Housing Discrimination"  
Natalie Moore, Julia McEvoy  
Chicago Public Radio - WBEZ FM Chicago

Radio - News: Long Form  
"Back to the Middle East"  
Alexis Gordon, Courtney Stein, Marianne McCune, Kaari Pitkin  
WNYC Radio - New York City

Radio - Investigative  
"Federal food stamp program fails some low-income Chicagoans"  
Natalie Moore, Shawn Allee  
Chicago Public Radio - WBEZ FM Chicago

Radio - Feature  
"Gamun-Pyul"  
Rayon Wright, Sanda Hiyte, Marianne McCune, Kaari Pitkin  
WNYC Radio - New York City

Radio - Public Affairs: Interview/Discussion  
"Worldview Race Series: Film Black Images"  
Steve Bynum, Richard Steele, Worldview Staff  
Chicago Public Radio - WBEZ FM Chicago

Radio - Documentary  
"Pop & Politics with Farai Chideya"  
Farai Chideya, Dean Cappello, Kerry Donahue, Suzie Lechtenberg  
WNYC Radio - New York City

Radio - News: Short Form  
"Sherrod at NABJ"  
Julie Walker  
Associated Press Radio

Radio - Feature  
"Donny Hathaway: Neglected Heart of Soul"  
Allison Keyes  
NPR

News: Long Form  
"Remembering Civil Rights Activist Dorothy Height"  
Allison Keyes  
NPR

Radio - Sports  
"Off the Corner"  
Anita S. Woodley, Dick Gordon  
The Story/North Carolina Public Radio - WUNC FM Chapel Hill

Radio - Documentary  
"My Favorite Things At 50"  
Robin Washington

Radio - Commentary  
"Can I Just Tell You"  
Michel Martin  
NPR

Radio - Public Affairs: Program  
"Tell Me More"  
Michel Martin  
NPR

Radio - Public Affairs: Interview/Discussion  
"When Living in a Hotel is not a Vacation"  
Anita S. Woodley, Dick Gordon  
North Carolina Public Radio - WUNC FM

## TELEVISION MARKET 16 & BELOW

Television - General Assignment News: Short Form  
"Black Male Teachers"  
Tim Pulliam  
WIS - Columbia

Television - General Assignment News: Long Form  
"Secrets of the Down Low"  
Blayne Alexander  
WRDW- Augusta, GA

Television - Sports  
"Sisters Tri-ling"  
TaRhonda Thomas, Byron Reed  
KUSA TV - Denver, CO

Television - Specialty  
"Quitting with Kaleidoscope"  
TaRhonda Thomas, Ken Mostek  
KUSA TV - Denver, CO

Television - International  
"Medical Mission in Kenya"  
Amie McLain  
WRIC TV - Richmond, VA

Television - Feature: Short Form  
"A Moment in History"  
TaRhonda Thomas, Byron Reed  
KUSA TV - Denver, CO

Television - Feature: Long Form  
"Richmond 34"  
Reba Hollingsworth  
WTVR TV - Richmond

Television - Documentary  
"Code Switching"  
Lisa Godley  
WHRO TV - Norfolk

Television - Public Affairs: Program  
"Sitting in to Move Forward"  
Steve Crump  
WBTV - Charlotte

Television - Public Affairs: Interview/Discussion  
"Black Nouveau - Gwen Ifill"  
Everett L. Marshburn  
WMVS - Milwaukee

## TELEVISION NETWORK

Television - General Assignment News: Short Form  
"The Billboards in Black Neighborhoods"  
Steve Osunsami, Harvey Goldberg, Mimi Gurbst, Jon

Banner  
World News with Diane Sawyer ABC

Television - General Assignment News: Long Form  
"American Voices! African American Voters"  
Matt Shelley  
CBS News

Television - Spot News  
"Bishop Long"  
Steve Osunsami, Harvey Goldberg, Christine Brozyna, Sharde Miller  
World News & Good Morning America ABC

Television - Feature: Short Form  
"Madiou Williams: Making A Difference in Sierra Leone"  
Ron Allen, Amber Payne, Subrata De, Bob Epstein  
NBC Nightly News with Brian Williams

Television - Feature: Long Form  
"60 Minutes: The Seed School"  
Aj Warren  
CBS News

Television - International  
"Earthquake in Haiti"  
Lester Holt, Ron Allen, Bill Neely, Mary Laurence Flynn, Bob Epstein  
NBC Nightly News with Brian Williams

Television - Specialty  
"Food Deserts Fuel U.S. Health Crisis"  
Betty Ann Bowser, Bridget DeSimone, Murrey Jacobson, Linda Winslow  
PBS Newshour

Television - Sports  
"E:60 Maurice Jones-Drew"  
Lisa Salters  
ESPN

Television - Documentary  
"There Goes the Neighborhood"  
Rebecca Kaufman  
Al Jazeera English

Television - Public Affairs: Program  
"Let's Move with First Lady Michelle Obama"  
Johnathan Rodgers, Roland Martin  
TV One

Television - Public Affairs: Segment  
"Marketplace Africa: Little Ethiopia"  
Mike McCarthy, Sheri England, Robyn Curnow, Misty Showalter, Farrah Flanagan  
CNN

Television - Public Affairs: Interview/Discussion  
"TV One on One with Cathy Hughes: Minister Louis Farrakhan"  
Johnathan Rodgers, Roland Martin  
TV One

## TELEVISION TOP 15 MARKET

Television - General Assignment News: Short Form  
"Swangas"  
Joseph Williams, Melanie Lawson, John Mubarak, Wes Sewell  
KTRK TV- Houston

Television - Feature: Short Form  
"Preserving Praise"  
Kristi Nelson  
KXAS TV- Dallas/Fort Worth

Television - International  
"Stories from Uganda"  
Jeremy Campbell  
Fox 13 News WTVT Tampa

Television - Specialty  
"Rooftop Garden"  
Roxanne Evans, Karin Attonito, Chuck Werneke  
News 12 NJ-Edison

Television - Public Affairs: Program  
"Howard Theatre: A Century in Song"  
Robin N. Hamilton, Jim Byrne, Fran Murphy  
DC50tv.com WDCW TV - Washington DC

Television - Public Affairs: Interview/Discussion  
"Beyond the Bridge"  
Angela Robinson, Imara Canady, Vickie Whitlock, Leonard Raglin  
WPBA- Atlanta

## DIGITAL MEDIA AWARDS

Digital Media - Single Story: News  
"Michael Vick Interview"  
Mara Schiavocampo, Greg Kaplan  
www.TheGrio.com

Digital Media - Single Story: Feature  
"Prison Moms"  
Mara Schiavocampo, Victor Limjoco, Jessica Shim  
www.TheGrio.com

Digital Media - Online Project: News  
"Race in Richmond"  
Glenn Proctor, Paul Kyber, Bryan DeVasher  
Richmond Times-Dispatch

Digital Media - Online Project: Feature  
"TheGrio's 100: History Makers in the Making (2010)"  
David Wilson  
www.TheGrio.com

Digital Media - Interactive: News  
"A Year of Challenges: Haiti after the Quake"  
Keith Jenkins  
NPR

Digital Media - Commentary/ Weblog  
"Collection of Commentaries from The Root and The Body"  
Kellee Terrell, Sheryl Salomon, Myles Helfand  
The Root/ The Body

Digital Media - Sports  
"Looking Back at the Men who Broke the Color Barrier in Ivy League Golf"  
Allison Bourne-Vanneck  
www.Golf.com

## PUBLIC RELATIONS AWARDS

Public Relations - Government  
Chuck Johnson  
Detroit Public Schools

Public Relations - Associations/ Nonprofit Organizations  
Greater Philadelphia Tourism Marketing Corporation

Public Relations - Cause Related Marketing Campaigns - Business - Services  
Terry Allen  
1016 Media

# 2010 SALUTE TO EXCELLENCE WINNERS

## NEWSPAPER-CIRCULATION 150,000 AND UNDER

News — Single Story  
Gloria Campisi  
Philadelphia Daily News  
“Treated Like Trash”

Kimberly Hayes-Taylor  
The Detroit News  
“Cancer’s Inequities”

News — Feature: Single Story  
Gus Garcia-Roberts  
Miami New Times  
“Curse of the Class of 2006”

News — Sports  
Corey Mitchell  
The Saginaw News  
“A bond of brothers”

News — Commentary  
Sarah Fenske  
Phoenix New Times  
“Bryant Wilkerson case”

## NEWSPAPER-CIRCULATION OVER 150,000

News — Single Story  
Stephan Salisbury  
Philadelphia Inquirer  
“An Explosion of Sad History”

News — Series  
Tony Rizzo  
The Kansas City Star  
“Murder Factory”

News — Feature: Single Story  
Wil Haygood  
The Washington Post  
“A Family’s March Through History and Hope”

News — Feature: Series  
Brian McCollum, Bill McGraw  
Detroit Free Press  
“Motown at 50”

News — Investigative  
Debbie Cenziper  
The Washington Post  
“Wasting Away”

News — International  
Stephanie McCrumen  
The Washington Post  
“Congo”

News — Specialty  
Elizabeth Simpson  
The Virginian-Pilot  
“Both sides of dialysis”

News — Business  
Ken Wells  
Bloomberg News  
“Armageddon in Alabama”

News — Commentary  
Phillip Morris, Debra Adams  
Simmons  
The Plain Dealer  
“Phillip Morris Commentary”

Darryl Owens  
Orlando Sentinel  
“Darryl Owens  
Commentary”

News — Special Project  
Suzanne Bohan, Sandy  
Kleffman  
Contra Costa Times  
“Shortened Lives: Where You Live Matters”

Cheryl Thompson  
The Washington Post  
“5.5 Seconds, DeOnte  
Rawlings”

News — Copy Editing  
L. Lamar Wilson  
The Washington Post  
“Where is the love?  
Everywhere” & other  
headlines

## NEWSPAPER-PHOTOGRAPHY, ART & DESIGN

News — Art & Design: Page  
Design  
Brandon Stuck  
The Virginian-Pilot  
“Lost Boy”

News — Photography: Single  
Image  
Gerald Herbert  
The Associated Press  
“Visiting the Children”

Dean Hoffmeyer  
Richmond Times-Dispatch  
“Bukuru Nyandwi”

News — Photography: Multiple  
Images  
Jahi Chikwendiu  
The Washington Post  
“Rwanda Homecoming: 15  
Years”

News — Art & Design: Graphics  
(Under 150,000)  
Crystal Thomas  
South Florida Times  
“From King to Obama”

News — Photography: Single  
Image (Under 150,000)  
Sarah Glover  
Philadelphia Daily News  
“I Just Want to See Her”

## MAGAZINE-CIRCULATION UNDER 1 MILLION

Magazine — General News  
Neely Tucker  
The Washington Post  
Magazine  
“The Known Word of Edward  
P. Jones”

Magazine — Single Topic Series  
Sarah Karp, John Myers  
Catalyst Chicago  
“Reaching Black Boys”

Magazine — Investigative  
AC Thompson  
The Nation  
“Katrina’s Hidden Race War &  
Body of Evidence”

Magazine — International  
Yanick Rice Lamb, Akiba  
Solomon, Kendra Lee, Debra  
Moore  
Heart & Soul  
“Mapping AIDS”

Magazine — Specialty  
Jeff Kelly Lowenstein,  
Kimbriell Kerry, Jessica Young,  
Jennifer Fernicola  
The Chicago Reporter  
“Lower Standards”

Magazine — Commentary/ Essay  
Earl G. Graves Jr.  
Black Enterprise  
“Executive Memo”

## MAGAZINE-CIRCULATION OVER 1 MILLION

Magazine — General News  
Shirley Henderson, Kevin  
Chappell, Valerie Goodloe  
Ebony Magazine  
“Reclaiming Victory”

Magazine — Single Topic Series  
Angela Burt-Murray, Dawn M.  
Baskerville  
Essence Magazine  
“Realizing the Dream”

Magazine — Investigative  
Angela Burt-Murray, Jeannine  
Amber, Rosemarie Robotham  
Essence Magazine  
“Lost Girl”

Magazine — International  
Angela Burt-Murray, Jeannine  
Amber, Rosemarie Robotham  
Essence Magazine  
“Trouble in Paradise”

Magazine — Specialty  
Angela Burt-Murray, Robin D.  
Stone, Patrik Henry Bass  
Essence Magazine  
“Our Secret Pain”

Magazine — Sports  
Chris Broussard, Otto Strong  
ESPN The Magazine  
“Home Is Where the Hoop  
Is”

Magazine — Business  
Angela Burt-Murray, Lynn  
O’Shaughnessy, Tanisha Sykes  
Essence Magazine  
“The Black Woman’s Guide to  
Making College Affordable”

Magazine — Commentary/ Essay  
Angela Burt-Murray, Dawn  
Baskerville  
Essence Magazine  
“Michael Jackson: The Man,  
The Music, The Magic 1958-  
2009”

Magazine — Copy Editing  
Otto Strong  
ESPN The Magazine  
“ESPN The Magazine”

Magazine — Art & Design: Page  
Design  
Ingrid Larkin  
Ebony Magazine  
“The Ebony Power 150”

## RADIO

Radio — News: Long Form  
Arleen Lebe  
CBS Radio News NYC  
“2009: The Breakthrough  
Year Courage, Commitment,  
Celebration”

Radio — Feature  
William Craven, Felix  
Contreras  
National Public Radio  
“The Music of Africa, By Way  
of Latin America”

Radio — Sports  
Dwayne Bray, David Lubbers,  
Mark Schwarz  
ESPN  
“ESPN’s Outside the Lines:  
White Out”

Radio — Commentary  
Staff of Tell Me More  
National Public Radio  
“Tell Me More with Michel  
Martin”

Radio — Public Affairs: Interview/  
Discussion  
Anita S. Woodley, Dick  
Gordon  
North Carolina Public Radio  
— WUNC FM  
“Thinking Big”

Radio — News, Long Form: Top  
15 Market  
Amon “AJ” Frazier, Courtney  
Stein, Marianne McCune,  
Kaari Pitkin  
WNYC Radio — New York  
City  
“Promotion in Doubt”

Radio — Public Affairs, Program:  
Top 15 Market  
Gabriel Spitzer, Cate Cahan  
Chicago Public Radio —  
WBEZ-FM Chicago  
“Twice as Deadly: Chicago’s  
Race Gap in Breast Cancer  
Survival”

Radio — Public Affairs, Interview/  
Discussion: Top 15 Market  
Richard Steele, Eilee  
Heikenen-Weiss, Aurora  
Aguilar  
Chicago Public Radio —  
WBEZ-FM Chicago  
“Barbershop Welcomes  
Discussion of Youth Violence”

## TELEVISION-NETWORK

Television — General Assignment  
News: Short Form  
Steve Osunsami, Mary  
McGuirt, Jon Banner, Mimi  
Gurbst  
ABC’s World News  
“A Town Without Water”

Television — General Assignment  
News: Long Form  
Gitika Ahuja, Robin Roberts,  
Diane Sawyer, Dan Harris  
ABC News Good Morning  
America  
“Black & White Now:  
Perceptions of Race in  
America”

Television — Feature: Short Form  
Rick Kaplan, Byron Pitts,  
Rodney Comrie, Betty Chin  
CBS Evening News with Katie  
Couric  
“N-Word”

Television — Feature: Long Form  
Marcelena Spencer  
CBS News 48 Hours  
“Medgar Evers Segment  
from ‘Change & Challenge:  
The Inauguration of Barack  
Obama”

Television — Specialty  
Jason Samuels, Traci A. Curry,  
Cassandra Lizaire, Scott  
Martin  
BET News  
“Heart of the City: Dying to  
Eat in Jackson”

Television — Sports  
Michael Smith  
ESPN E:60  
“E:60 James Stewart”

Television — Documentary  
MSNBC  
MSNBC  
“A Father’s Promise”

Television — Public Affairs:  
Segment  
Michelle Miller, Alturo  
Rhymes, Pat Shevlin, Matt  
Kugleman  
CBS Evening News: Weekend  
Edition  
“The Lost King Tapes”

## TELEVISION-TOP 15 MARKETS

Television — Feature: Long Form  
Pat Harvey, Kimberly Mackie  
KCAL-TV Los Angeles  
“High School Harmony”

Television — Specialty  
Robin Robinson, Ann Serafin,  
Lou Hinkhouse, Donald  
Gresham  
WFLD-TV Chicago  
“Keeping It Straight”

Television — Sports  
Matt Barrie, Noah Bullard  
KXAS-TV, Dallas/ Ft. Worth  
“A Game of Hope”

Television — Feature: Long Form  
Pat Harvey, Kimberly Mackie  
KCAL/ CBS2 Los Angeles  
“High School Harmony”

Television — Specialty  
Robin Robinson, Ann Serafin,  
Lou Hinkhouse, Donald  
Gresham  
WFLD-TV Chicago  
“Keeping It Straight”

Television — Sports  
Matt Barrie, Noah Bullard  
KXAS-TV, Dallas/ Ft. Worth  
“A Game of Hope”

Television — Documentary  
Art Fennell, Brian Aiken  
CN8 Philadelphia  
“Camden — The Rising”

Television — Public Affairs:  
Program  
Genevieve Michel-Bryan,  
Kenneth Meeks, Shon Gables  
Black Enterprise Business  
Report  
“Celebrating America’s  
Largest Black Business”

Television — Public Affairs:  
Program  
Genevieve Michel-Bryan,  
Kenneth Meeks, Ed Gordon  
Our World with Black  
Enterprise  
“Recognizing NAACP’s 100th  
Anniversary”

Television — Segment  
Nicholas Shields  
WTTW-TV Chicago  
“Damarra’s Story”

Television — Interview/  
Discussion  
Genevieve Michel-Bryan,  
Kenneth Meeks, Ed Gordon  
Our World with Black  
Enterprise  
“Singer Charlie Wilson’s War:  
Prostate Cancer”

Television — Interview/  
Discussion  
Angela Robinson, Vickie  
Whitlock  
WPBA-TV Atlanta  
“Trauma of Slavery, Part I”

## TELEVISION-MARKETS 16 AND BELOW

Television — Feature: Long Form  
Gloria Neal  
KCNC-TV Denver  
“Black at 5,280 Feet”

Television — Public Affairs:  
Segment  
Everett Marshburn  
MPTV-TV Milwaukee  
“Black Nouveau: Soultime at  
The Apollo”

## DIGITAL MEDIA

Digital Media — Single Story:  
Feature  
Deborah Creighton Skinner,  
Derek T. Dingle, Christina  
Faison  
BlackEnterprise.com  
“Obama’s 100 Days”

Digital Media — Sports  
Jenni Carlson, Sara Phipps  
NewsOK.com  
“nDepth: The Minister of  
Millwood”

# S.E.E.D. PROGRAM

The Student Education Enrichment and Development (SEED) Program offers financial, educational, and mentoring support as part of NABJ's dedication to our student members and aspiring journalists of color. Whether through hands-on training workshops or by connecting young journalists with experienced professionals, NABJ is committed to creating a foundation for the next generation of outstanding journalists.

NABJ awards scholarships annually to deserving high school and college students interested in pursuing journalism careers. Over the last decade, NABJ has awarded more than a half a million dollars to students studying broadcast, print, and online journalism; photography; graphic design; and communications. NABJ's scholarships are named in honor of NABJ Founders and pioneering black journalists.

In 2010, NABJ awarded \$94,000 in scholarships. In 2011, NABJ awarded \$84,500.

## 2011 AWARDEES

### LARRY WHITESIDE SCHOLARSHIP (\$2,500)

**Seth Lemon**, Howard University

### ALLISON E. FISHER SCHOLARSHIP (\$2,500)

**April Simpson**, London School of Economics

### NABJ SCHOLARSHIP (\$2,500)

**Rachel Black**, University of the Incarnate Word

**Vonecia Carswell**, University of Florida

**Khadijah Carter**, Columbia University Graduate School of Journalism

**Kylee Coney**, Howard University

**Aaron Edwards**, Ithaca College,

**Tony Evans**, Clark Atlanta University

**Gerren Gaynor**, Columbia University Graduate School of Journalism

**Brandon Marshall**, Elon University

**Whitney Pennington**, University of California – Berkeley,

**Ashlei Williams**, Northwestern University

### NABJ-CNN SCHOLARS (\$6,250)

**Rachel Archambeau**, University of North Carolina

**Eric Burse**, University of California

**Whitney Clayton**, Ohio University

**Christian Cook**, Los Angeles City College

**Allison Knox**, Howard University

**Eryn Rogers**, Northwestern University

**Montana Williams**, University of Florida

### VISUAL TASK FORCE SCHOLARSHIP (\$1,500)

**Robert L. Ruffins**, Harvard University

**Quintavious Shephard**, Florida A&M University

**Tiffany Williams**, Michigan State University

## 2010 AWARDEES

### ALLISON E. FISHER SCHOLARSHIP (\$2,500)

**Liane Membis**, Yale University

### CAROL SIMPSON SCHOLARSHIP (\$2,500)

**Jeannette Reyes**, Kent State University

### LARRY WHITESIDE SCHOLARSHIP (\$2,500)

**Harry Gore III**, California State University at Northridge

### NABJ SCHOLARSHIP (\$2,500)

**Erin Evans**, New York University

**Michael Finch II**, Miami Dade College

**Kayla Green**, Quinnipiac University

**Lakia Holmes**, Brigham Young University

**Lamar Holliday**, Eastern Illinois University

**Dexter Mullins**, North Carolina A&T State University

**Bolanie Omisore**, New York University

**Gia Peppers**, Rutgers University

**Alexis Pope**, University of Illinois

**Grace Powell**, Patrick Henry College

**Justin Smith**, University of Maryland

### NABJ-CNN SCHOLARS (\$6,250)

**Rachel Archambeau**, University of North Carolina

**Eric Burse**, University of California

**Whitney Clayton**, Ohio University

**Christian Cook**, Los Angeles City College

**Allison Knox**, Howard University

**Brittany Marshall**, Northwestern University

**Eryn Rogers**, Northwestern University

**Montana Williams**, University of Florida

**Alondra Hunt**, Middle Tennessee State University

### VISUAL TASK FORCE SCHOLARSHIP (\$750)

**Adele Hampton**, University of Maryland

**Lamar Holliday**, Eastern Illinois University

**Bryant Maddrick**, Temple University

## STUDENT SHORT COURSES

The NABJ Student Multimedia Short Course is aimed at encouraging student members to pursue television management as a career. Each year, students from around the country participate in broadcast and print short courses organized and staffed by NABJ's professional members. The project gives students access to mentors who work as news directors, producers, writers, assignment editors, directors and the like, at some of the top television stations in the country, as well as give them hands-on experience and a practical understanding of what these jobs entail.

## MULTIMEDIA STUDENT PROJECTS

NABJ offers an expenses-paid fellowship to outstanding students pursuing a career in journalism. For one week during the Annual Convention & Career Fair, aspiring journalists can receive invaluable real-life newsroom experience and produce daily coverage of the convention. Students produce stories for the NABJ Monitor, the convention newspaper, NABJ TV, NABJ Radio and nabjconvention.org, the daily news web site. They work alongside professional journalists and journalism educators from across the country. Students gain experience using the latest tools as they cover NABJ's annual convention and longer-form multimedia storytelling of broader issues.

## NABJ JSHOP

NABJ's JSHOP is a four-day workshop for local high school students in the host city of NABJ's Annual Convention & Career Fair. The program provides interactive learning opportunities through lectures, presentations, hands-on training and field trips. The students learn journalism fundamentals for newsgathering, writing, photography, video production, radio, graphic design, editing, and social media. Professional journalists, educators, and journalism college students provide mentorship and supervision.

## NABJ INTERNSHIPS

NABJ offers summer internships annually to college students interested in pursuing a career in journalism. Students gain hands-on training in reporting, editing, photography, graphic design, video production, and public relations at various U.S. news organizations. Past internships sites include NBCUniversal, CBS, NPR, The Associated Press, and Bloomberg News.

NABJ also offers internships at our National Office. Interns gain experience in day-to-day operations of a national, non-profit membership organization devoted to providing quality programs and member services. Summer interns also help to plan and carry out the NABJ Annual Convention & Career Fair.

**FOR MORE INFORMATION ON NABJ'S S.E.E.D. PROGRAM, PLEASE VISIT [WWW.NABJ.ORG](http://WWW.NABJ.ORG).**

# S.E.E.D. PARTICIPANTS

## 2011 INTERSHIPS

### NABJ-NBC UNIVERSAL SUMMER INTERNSHIP

**Deron Dalton**  
University of Missouri

**Juan Diasgranados**  
Hampton University

**Brandi Kellam**  
Syracuse University

### NABJ INTERNSHIP

**Jonathan Wess Blakely**  
The George Washington University

**Terry Wayne Cryer**  
University of Oklahoma

**Morgan Harding**  
University of Mary Washington

**Brittany Marshall**  
Northwestern University

### CHAPTER GRANTS

**Professional Chapters**  
**Boston Association of Black Journalists**  
Boston, MA

**Columbus Association of Black Journalists**  
Columbus, OH

**Jackson Association of Black Journalists**  
Jackson, MS

**Hampton Roads Black Media Professionals**  
Virginia statewide

**Triad Association of Black Journalists**  
Colfax, North Carolina

### Student Chapters

**Carolina Association of Black Journalists**  
UNC, Chapel Hill, NC

**Jackson State University**  
Jackson, MS

**University of Louisville**  
Louisville, KY

**Winthrop University**  
Rock Hill, SC

## 2011 STUDENT MULTIMEDIA PROJECTS

**Tiffany Williams**  
Michigan State University

**Octavio Jones**  
Ohio State University

**Robert Ruffin**  
Harvard University

**Eric Burse**  
University of Southern California

**Tayla Holman**  
Hofstra University

**Dwayne Adams**  
Texas Southern University

**Faran Foy**  
Florida State University

**Daniella Dorcelus**  
University of Florida

**Michael Finch II**  
Florida International University

**Deron Dalton**  
University of Missouri-Columbia

**Keisha Frazier**  
Temple University

**Ariele Pratt**  
University of Southern California

**Jamal Andress**  
University of Missouri-Columbia

**Kara Irby**  
Florida State University

**Tatianah Green**  
Valparaiso University

**Travis Vargas**  
Savannah College of Art and Design

**Marshall Latimore**  
Tennessee State University

**Stacie Bailey**  
Quinnipiac University

**Quintavious Shephard**  
Florida A&M University

**Chelsea Fuller**  
West Virginia University

**Kenneth Hawkins**  
North Carolina A&T State University

**Brandon Radcliffe**  
West Virginia University

**Modupe Idowu**  
University of Missouri-Columbia

**Cherri Gregg**  
Temple University

**Shaneen Quarles**  
Mississippi State University

**Kirsten Garriss**  
University of North Carolina

**Naomi Prioleau**  
University of South Florida

**Ashley Calloway**  
Columbia University

**Jade Earle**  
University of Missouri-Columbia

**Eryn Rogers**  
Northwestern University

## 2011 NABJ HIGH SCHOOL WORKSHOP - JSHOP

### Students

**Zyhir Baker-Elam**  
Lincoln HS

**Henry Beard**  
Kensington Creative and Performing Arts HS

**Jamel Crawford**  
A. Philip Randolph Career Academy

**Donte Green**  
Randolph Career Academy

**Alexa Hicklin**  
Benjamin Rush Arts HS

**Davia Magee**  
Benjamin Franklin HS

**Nashali Maldonado**  
Julia De Burgos Middle School

**Darrell Moore**  
Samuel Fels HS

**Dado Nianghane**  
Mastbaum HS

**Kenisha Pinckney**  
Mastbaum HS

**Sindora Stallworth**  
Communications Technology HS

**Que Scott**  
Overbrook HS

**Shaquil Taylor**  
Benjamin Franklin HS

### Mentors

**Russell LaCour**  
Tulsa World NABJ High School Committee Chairman

**Oscar Miller**  
Philadelphia Inquirer

**JSHOP Co-Director**

**Dana Littlefield**  
San Diego Union Tribune

**Reginald Ragland**  
JSHOP Co-Director

**Reginald Ragland**  
DC JEA NABJ HS Committee member

**Denise Clay**  
PABJ

**Maida Odom**  
Temple University

**Bonnee Breese**  
Philadelphia School District

**Linn Washington**  
Temple University

**Reginald Moton**  
Philadelphia School District

**Terry Collins**  
AP San Francisco

**Jerry McCormick**  
NBC 7 San Diego

**Melonyce McAfee**  
Slate.com

**Joseph Young**  
NBC 7 San Diego

## 2010 INTERSHIPS

**CATHOLIC NEWS SERVICE**  
**Adeshina Emmanuel**  
Loyola University Chicago

**CBS NEWS**  
**Aaron Edwards**  
Ithaca College

**NBC NEWS**  
**Tranea McDuffie**  
Temple University

**Veronica Wells**  
University of Missouri

**NPR**  
**Priska Neely**  
New York University



## 2010 STUDENT MULTIMEDIA PROJECTS

**Sophia Adem**  
Howard University

**Stacie Bailey**  
North Carolina A&T State University

**Briana Barner**  
Bennett College for Women

**Taylor Barrington**  
Florida Agricultural and Mechanical University

**Courtney Bessicks**  
Morgan State University

**Cyntra Brown**  
Elon University

**Eric Burse**  
University of Southern California

**Norman Carter**  
University of Maryland

**Breana Copeland**  
Moore College of Art & Design

**Letrell Crittenden**  
University of Illinois

**Bliss Davis**  
Bowling Green State University

**Monique Johnson**  
University of Western Ontario

**Brittney Fennell**  
Hampton University

**Tameka Flowers**  
La Salle University

**Chelsea Fuller**  
West Virginia University

**Adele Hampton**  
University of Maryland

**Kenneth Hawkins**  
North Carolina A&T State University

**Corinne Lyons**  
Wayne State University

**John Ketchum**  
Central Michigan University

**Marshall Latimore**  
Tennessee State University

**Wesley Lowery**  
Ohio University

**LaPorsha Lowry**  
North Carolina A&T State University

**Bryant Maddrick**  
Temple University

**Corinne Lyons**  
Wayne State University

**Dexter Mullins**  
North Carolina A&T State University

**Brittany Noble**  
Arkansas State University

**Brandon Radcliffe**  
West Virginia University

**Natelege Whaley**  
Howard University

## 2010 NABJ HIGH SCHOOL WORKSHOP - JSHOP

### Students

**Anna Buckley**  
Westview HS

**Stephon Chapman**  
Abraham Lincoln HS

**Mary Cruz**  
Abraham Lincoln HS

**Zion Daniel**  
Abraham Lincoln HS

**Adriana Espinoza**  
Abraham Lincoln HS

**Alejandro Gonzalez**  
Abraham Lincoln HS

**Kendal Kirkland**  
Abraham Lincoln HS

**Andreana Kovacs**  
Westview HS

**Andre Lawton**  
Abraham Lincoln HS

**Alyssa Littlefield**  
Temecula Valley HS

**Samantha Lopez**  
Abraham Lincoln HS

**Bailey Loughran**  
Chaparral HS

**Ziyadah Muhammad**  
Abraham Lincoln HS

**Alexandria Smith**  
Abraham Lincoln HS

### Mentors

**Kimberly Adams**  
NPR

**JSHOP Co-Director**

**Dana Littlefield**  
San Diego Union-Tribune

**JSHOP Co-Director**

**Russell LaCour**  
Tulsa World NABJ High School Committee Chairman

**Reginald Ragland**  
Young DC

**Reginald Ragland**  
Young DC

**Khari Johnson**  
Patch.com

**Shauntel Lowe**  
Vallejo Times-Herald

**Jerry McCormick**  
KNSD-TV

**Tim Carr**  
KNSD-TV

**Shannon Edwards**  
San Diego 6 CW

**Alicia Dean**  
KNSD-TV

**Lorise Maynard**  
San Diego County Water Authority

**Natasha Lee**  
KUSI-TV

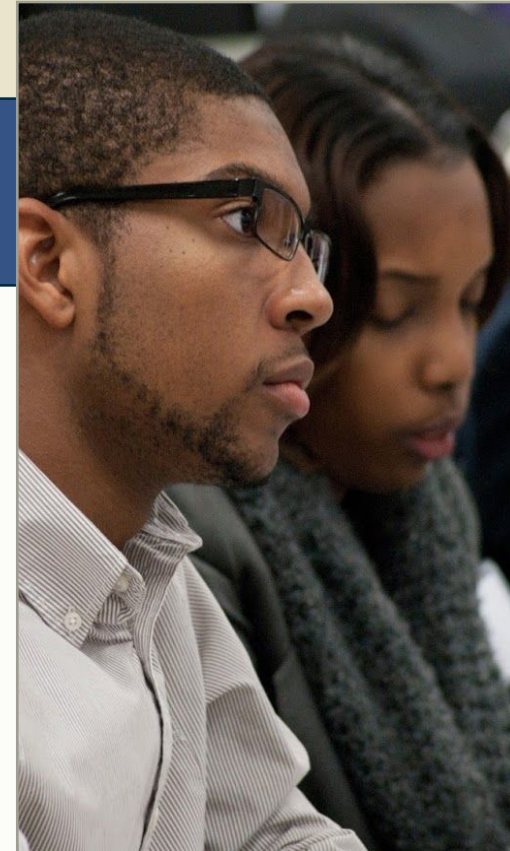
**Sunday Ely**  
University of California, Berkeley

# MEMBERSHIP

Beginning in 2008 with the financial collapse, NABJ membership declined as the economy worsened. It continued this downward spiral to a low of 2,589 in October of 2010.

In the winter of 2010, we launched a series of membership campaigns and marketing efforts to return membership numbers to their previous levels. Membership began to increase from the start of 2011 and continued this increase until the close of the year.

Full membership and high school membership increased marginally while student, associate, and corporate membership all increased significantly in 2011 from their 2010 lows.



# NABJ MEDIA INSTITUTES

The NABJ Media Institute offers quality web seminars and hands-on professional development, entrepreneurial guidance, and technical training at sponsored events around the country. The Institute seeks to **connect, educate, and inspire** member journalists on topics that directly affect the communities that they serve. Exploring topics ranging from multimedia technology, political reporting, and health care issues, the Institute connects journalists with **front-line stakeholders, researchers, policy makers, and other journalists** to exchange ideas and information about the topics that matter the most.



## Media Institute for Media Professionals and Entrepreneurs November 12, 2011

**Knight Hall, University of Maryland, College Park, MD**

The goal of this one day conference is to give media professionals tools needed to start their own businesses by networking with other journalists, public relations professionals and entrepreneurs to discuss topics such as transitioning into public relations and teaching, using social media to build your personal brand, landing projects and contracts, and renewing and redefining career goals.

## Media Institute on Health Reporting: Covering the Untold Stories in Greater Los Angeles October 15, 2011

**AFTRA Boardroom, The Museum Building, Los Angeles, CA**

The goal of this free, one-day workshop is to give print, broadcast and online journalists the tools to more effectively report on health stories affecting underserved communities in greater Los Angeles. Highlights included workshops on environmental and community determinants of health and improving the cost and availability of quality health care.

## Media Institute on Health Reporting: Covering Untold Stories in the San Francisco Area April 30, 2011

**University of California - Berkeley, Graduate School of Journalism, Berkeley, CA**

This workshop gives print, broadcast and online journalists the tools to more effectively report on health stories affecting underserved communities in the Bay Area. Highlights included workshops on environmental and community determinants of health and how stress affects the health outcomes of people of color.

## Media Institute on Health, Health Policy and Health Disparities March 24-26, 2011

**Henry Kaiser Family Foundation, Washington, DC**

The goal of this conference was to provide print, broadcast and digital journalists the tools to effectively report on the impact of health care reform and health policy on under-served communities. Highlights included workshops on the Affordable Healthcare Act, health concerns for older people of color, childhood obesity, oral health, lung & prostate cancer awareness, and HIV/AIDS.

## It's All About Business: Entrepreneurship, Public Relations and Hot Button Issues October 16, 2010

**Knight Hall, University of Maryland, College Park, MD**

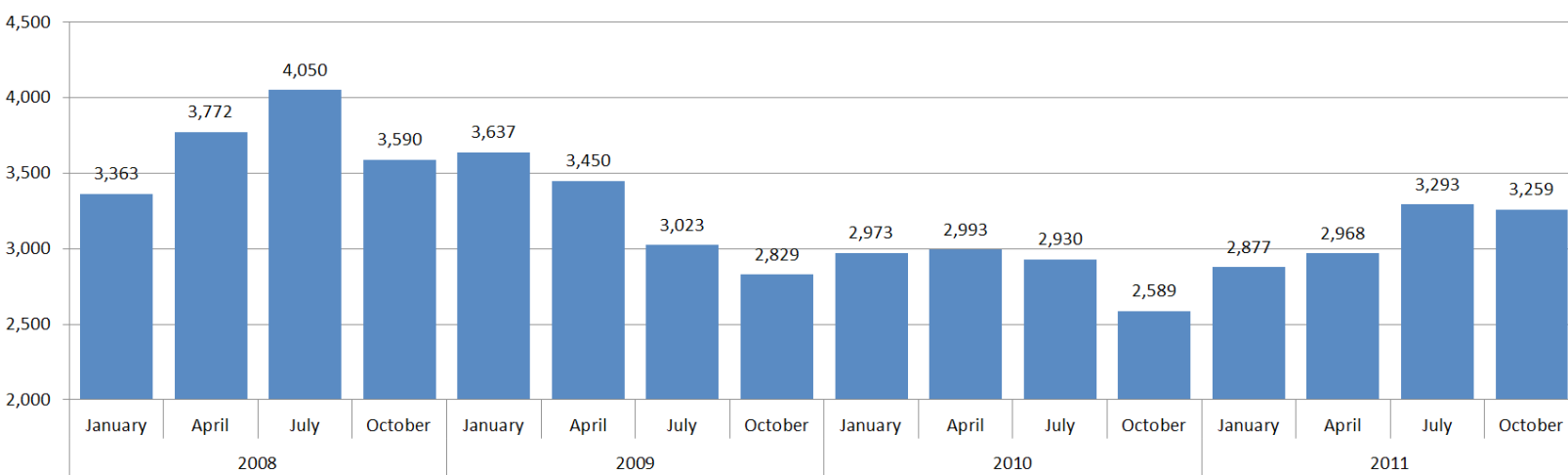
This day-long conference organized by NABJ's Associate Members' delegation, the Maryland/District of Columbia Minority Supplier Development Council (MSDC) and The Brooks Business Report® featured entrepreneurial training for business owners growing their enterprises and workshops focused on the direction of the public relations sector and trends in the industry for PR practitioners of color.

## Media Institute on Health, Health Policy and Health Disparities March 4-6, 2010

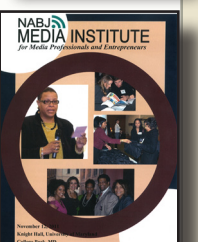
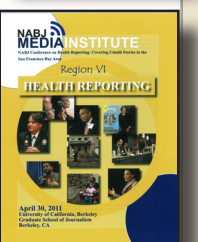
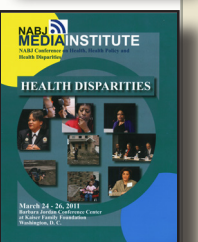
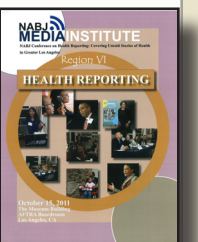
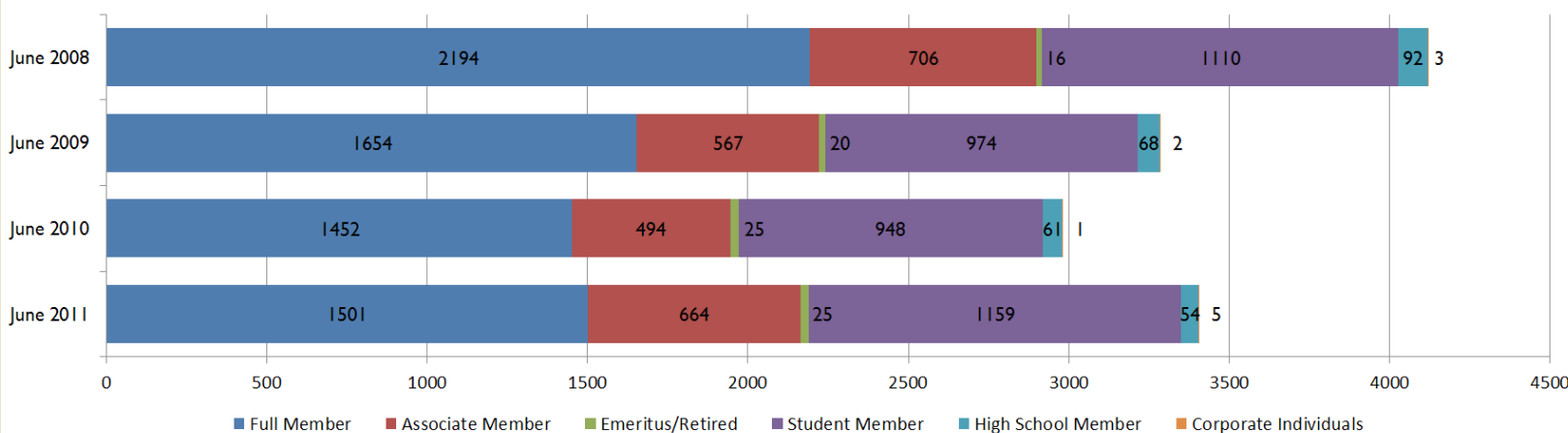
**Henry Kaiser Family Foundation, Washington, DC**

The goal of this conference was to provide print, broadcast and digital journalists the tools to effectively report on the impact of health care reform and health policy on under-served communities. Highlights included a keynote addresses from Secretary of Health, Kathleen Sebelius, and 18th Surgeon General of the United States, Vice Admiral Regina Benjamin, as well as workshops on the social determinants of health, cancer, incarceration mental health care, and health care reform.

QUARTERLY MEMBERSHIP (2008 -2011)



JUNE ANALYSIS OF MEMBERSHIP DEMOGRAPHICS (2008 -2011)





## 2011 CONVENTION & CAREER FAIR

The 2011 NABJ Convention and Career Fair was held at the Pennsylvania Convention Center in the city of brotherly love, Philadelphia.

Home to many NABJ Founders and past Board of Directors members, Philadelphia was the perfect setting to soak up some history while focusing on the future of journalism.

The NABJ Programming Committee was very excited to announce our plenary speakers for this year's Convention and Career Fair: author, columnist, and media-mogul Arianna Huffington and United States Attorney General Eric Holder.

Ms. Huffington is most known for co-founding the popular news website The Huffington Post, and is one of the most influential women in media. She was gracious enough to sit down for a one-on-one interview with Lester Holt of NBC News. Attorney General Eric Holder greeted NABJ on behalf of President Obama and also sat down for a one-on-one with Mr. Holt. It was a not-to-be-missed plenary we are sure to be talking about for years.

Gwen Ifill, Soledad O'Brien, Michele Norris, Eugene Robinson, and Carole Simpson were just a few of the media elite that offered their expertise to this year's Authors Showcase.

Soledad O'Brien also offered her unique perspective along with Isiah Thomas, Former NBA Star and College Basketball Coach, and others during a workshop focusing on recent stories in the media where "blackness" was questioned, such as ESPN analyst Jalen Rose's "Uncle Tom" remark aimed at black Duke players in the 1990s. In addition to closely examining these stories, they also explored how these stories should be covered by the media.

With the Presidential election right around the corner, it was a topic that could not be missed. Dr. Cornel West, noted philosopher, author, and Civil Rights Activist gave his thoughts on President Barack Obama's first term in office and what to expect in the upcoming year during this election campaign.

Additionally, top administration officials offered their suggestions on how to write about important political topics and how to make the connections to help you write that career-defining story. These top administration officials gave NABJ members an informative look at the current and looming headline issues that will be coming out of the White House Executive Office, Departments of Treasury, Health and Human Services, Education, Housing and Urban Development, and the Environmental Protection Agency, over the next

18 months. Panelists included Kevin Lewis, Director of African American Media, for The White House; Adora Andy, Deputy Associate Administrator for the Office of External Affairs and Environmental Education; Daren Briscoe, Deputy Press Secretary for the U.S. Department of Education; Jesse Moore, Special Assistant for the Public Affairs Director, U. S. Department of Health and Human Services; and Anthony Coley, Deputy Assistant Secretary of Public Affairs for the U.S. Department of the Treasury.

On Friday, August 5, 2011, Walt Disney World Resort hosted "NABJ Presents" featuring an evening reception and entertaining programming that celebrates Disney's Dreamers Academy with Steve Harvey and Essence Magazine, a life-changing event for high school youth.

Lucasfilm Ltd. offered convention goers a special sneak peek at their newest film, *Red Tails*, a high-flying WWII epic inspired by the heroism of the first all African-American aerial combat unit. Showcasing the inspiring story of the Tuskegee Airmen, the film celebrates the intrepid young airmen who took to the skies to fight for their country and the fate of the free world. We were proud to welcome cast members, Cuba Gooding, Jr. and Terrence Howard, as well as members of the Tuskegee Airmen for this memorable tribute to their bravery and sacrifice.

NABJ was also very proud to show the award-winning film, *The Help*. Based on one of the most talked about books in years and a #1 New York Times best-selling phenomenon, *The Help* stars Academy Award nominee Viola Davis and Academy Award winner Octavia Spencer. Both stars, along with director Tate Taylor and author Kathryn Stockett presented their extraordinary story of three women in Mississippi during the 1960s, who build an unlikely friendship around a secret writing project that breaks societal rules and puts them all at risk. Moderated by MSNBC's Tamron Hall, attendees were treated to a Q&A and screening of the film before it was released to theatres.

As always, one of the biggest highlights of the Convention was the 2011 NABJ Salute to Excellence Gala. This year it was all about the Glam! The Greatness! The Glossy! NABJ's gold carpet tribute to the media industry's cream of the crop was hosted by veteran journalist Jacque Reid, founder and owner of Jacque Reid Media and a former CNN Headline News and BET News anchor, and Kevin Frazier, co-host of The Insider, who this spring became the first black host of a daily syndicated entertainment news magazine. After, the golden velvet rope after-party was the perfect way to end this fabulous evening.

# CONVENTION & CAREER FAIR



The 2011 Convention was also a phenomenal financial success. Thanks to a large team of generous sponsors, NABJ raised over \$2.2 million.

The profits from the 2011 year's Convention were more than double that of the 2009 Convention. This was in large part to careful cost-saving measures started in 2010 which continued to benefit NABJ into the 2011 Convention. We were able to cut Convention costs by renegotiating hotel contracts and carefully estimating the hotel room block and attendance to avoid costly payments for rooms and food service we did not need. In 2010, the creation of a separate Hall of Fame celebration also scaled down expenses.

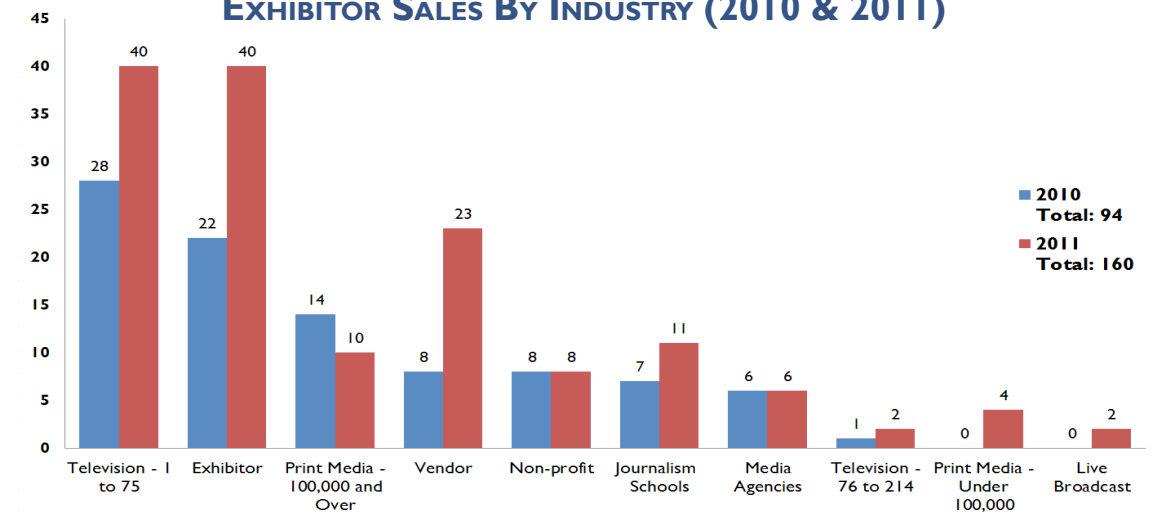
The 2011 Convention was held at the Pennsylvania Convention Center, which employs union labor, which slightly increased pro rata costs. We were able, however, to award the audio/visual bid to a minority-owned business. The addition of the Salute to Excellence I ceremony added to costs as well.

Not only did we raise the number of registrations in 2011, but we gained them at a much faster pace than 2010. Registration was 1608 in 2010, compared to 2390 in 2011. While we gained significant income through registration, this was reflected in the pro rata costs of the convention associated with the higher turnout. We will be able to take these marketing strategies and cost-saving lessons into a profitable future.

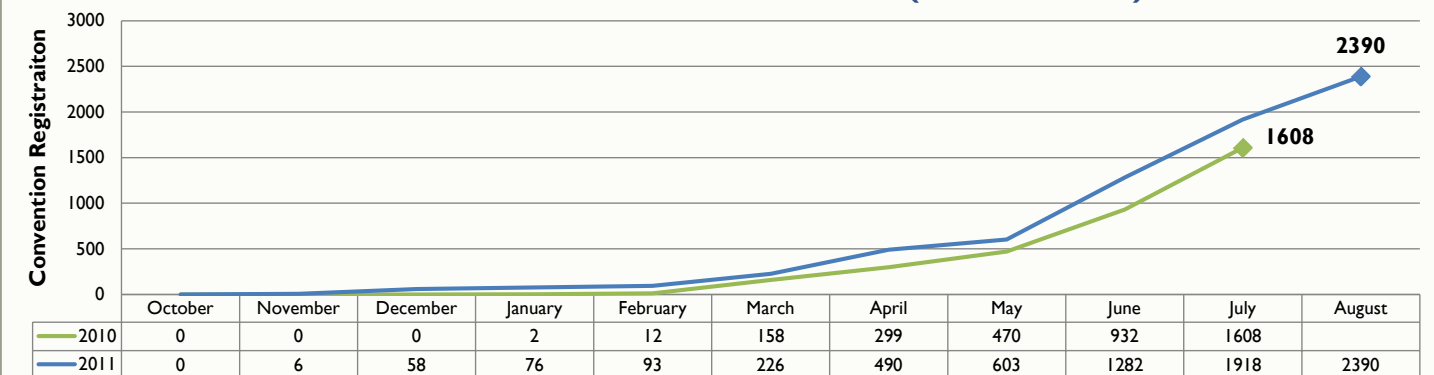
## CONVENTION FINANCIALS

	2009	2010	2011
Contributions & Grants	\$708,444	\$878,252	\$1,159,835
Restricted Contributions	\$22,324	\$10,000	\$38,133
Registrations	\$399,445	\$385,805	\$612,291
Career Fair/Exhibits	\$128,050	\$139,050	\$150,313
Program Income	\$129,156	\$74,535	\$120,043
In-Kind Contributions	\$0	\$111,495	\$202,000
<b>Total Revenue</b>	<b>\$1,387,419</b>	<b>\$1,599,137</b>	<b>\$2,282,615</b>
<b>Total Expenses</b>	<b>\$910,286</b>	<b>\$785,572</b>	<b>\$1,278,218</b>
<b>Net Profit</b>	<b>\$477,133</b>	<b>\$813,565</b>	<b>\$1,004,397</b>

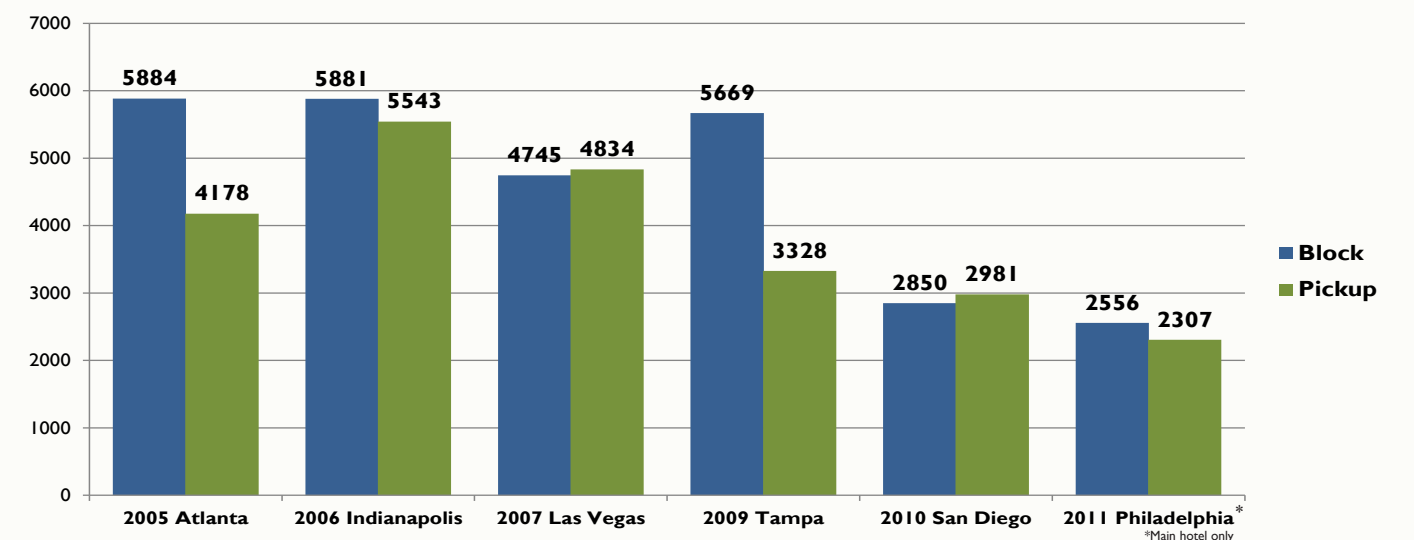
## EXHIBITOR SALES BY INDUSTRY (2010 & 2011)



## CONVENTION REGISTRATION BY MONTH (2010 & 2011)



## HOTEL ROOM BLOCKS & PICKUPS



# FINANCIAL REPORT

**NABJ LAST GAVE AN OFFICIAL POSITION ON ITS FINANCES FOLLOWING FISCAL YEAR 2009. DURING THIS PERIOD, THE ASSOCIATION HAS EXECUTED ANNUAL AUDITS AND TAX PREPARATIONS. THIS REPORT WILL BE AN OVERVIEW OF NABJ'S AUDITED POSITIONS BETWEEN 2010 AND 2011. THIS TWO-YEAR PERIOD WAS A TIME OF HARDSHIP, REBUILDING, AND SUCCESS FOR THE ORGANIZATION FINANCIALLY AND PROGRAMMATICALLY.**

## 2010 FINANCIAL STRATEGY

In addition to a slow economy and rapidly changing industry, 2009 was a financially challenging year for NABJ. These challenges greatly affected the Association in 2010. NABJ closed 2009 with a shortfall of \$612,779 and outstanding liabilities to the hotels and vendors of the 2009 convention.

Additionally in 2009, the association took out a \$250,000 non-purpose line of credit against its investments, of which it borrowed \$96,000 and \$96,850 respectively for a total of \$186,850. Despite significant cuts in operations, including reductions in staff, the Association continued to have challenges with cash flow in 2010.

In 2010, the Association experienced the same economic challenges, including continued difficulties with cash flow, and other internal financial issues. In addition to previous cuts in staffing, and the vacancy of the executive director, NABJ instituted additional cost savings measures.

In January 2010, the Association liquidated \$100,000 of its assets from investments

to support its cash flow needs, leaving a balance of \$611,959. Meanwhile, it hired an interim executive director and maintained a reduced staff of 5 full-time employees.

Generating revenues in 2010 was important for the financial success of the organization. The key source of revenue for FY 2010 was the annual convention. Streamlined activities at the convention and a lower registration count reduced expenditures. Pro rata reduction in expenses of the 2010 convention (1,706 registrants compared to 2,091 in 2009 and 2,384 in 2011) generated an increased net profit over 2009.

Moving the Hall of Fame out of FY 2010 also had a favorable effect on expenses and the cash flow in the fourth quarter of 2010 as sponsorships and other revenues were received. Additionally, grant funds received from Ford Foundation in the amount of \$75,000 increased the 2010 cash position.

These significant cuts, while unfortunate, were the key to stabilizing NABJ's financial position and laying a strong foundation for growth and prosperity in the future.

## STATEMENT OF FINANCIAL POSITION

The cash balance as of 12/31/10 was \$311,066, an increase of \$152,405 over the 2009 cash balance of \$158,661. Accounts receivable as of 12/31/2010 was \$195,285, an increase of \$179,505 over the 2009 accounts receivable balance of \$15,780. Total current assets as of 12/31/2010 were \$541,491, an increase of \$358,122 over the 2009 total current assets of \$183,369.

The investments balance as of 12/31/2010 was \$611,959, a decrease of \$132,525 versus the 2009 investments balance of \$744,484. The decrease was due to cash being drawn from investments in January 2010 to cover operation expenses. Accounts payable balance as of 12/31/2010 was \$141,134, a significant decrease of \$341,205 versus the 2009 accounts payable balance of \$482,339.

Deferred revenue balance as of 12/31/2010 was \$301,098, a very favorable increase of \$103,283 over the 2009 deferred revenue balance of \$197,815. This favorable increase was due to 2011 Hall of Fame event and 2011 convention revenues being generated in November and December of 2010.

Total net assets balance as of 12/31/2010 was \$722,066. This was a significant increase of \$437,726 over the 2009 total net asset balance of \$284,340. Total revenue as of 12/31/2010 was \$2,451,519, an increase of \$704,461 over the 2009 total revenues of \$1,747,058.

## STATEMENT OF ACTIVITIES/INCOME

Total expenses for 2010 were \$2,013,793, a decrease of \$346,044 versus the 2009 total expenses of \$2,359,837.

NABJ finished FY 2010 with a balance of \$437,727. This was an improvement over FY 2009, which closed with a (\$612,780) deficit. This was in large part due to significant reductions in staff, programing, and convention expenditure. Revenues generated through a grant from the Ford Foundation and programing such as the Hall of Fame, carried into 2011 helped improve the closing position.

## 2011 FINANCIAL STRATEGY

The organization began fiscal year 2011 with a financial strategy to:

- Improve its financial infrastructure;
- Diversify revenue streams;
- Strengthen cash flow and establish permanent additional cash flow sources for future years;
- Rebuild declining membership and increase membership revenues;
- Expand the NABJ brand to new corporate partners; and
- Revitalize programming while maintaining a balanced budget.

Entering 2011 management saw a need for improvements in accounting and financial reporting. An evaluation of the Association's system showed weaknesses in its internal controls. It needed

## 2011 FINANCIAL STRATEGY CONT.

improvements in reconciliations, timely reports, and existing coding and charting of accounts. Existing staff shortages were pulling accounting staff away from its core focus. In order to achieve the targeted goals, proper staff infrastructure was necessary to manage past liabilities and current activities.

The association took steps to address concerns in its finance system and to facilitate the completion of outstanding audits and tax filings for 2009, 2010, and 2011. Temporary accounting services and staffing helped address our critical needs. This was an important step towards addressing needed improvements in the association's accounting systems, allowing it to function more effectively and in-line with audit expectations.

Additionally, management saw the need for improvements in both grants management and office equipment. A plan was set in place which began working towards improving the internal controls and improving key equipment. Essential equipment was replaced immediately and additional equipment was placed on staggered replacement schedule over the next two years.

The organization entered the 2011 fiscal year with a full-time Executive Director. Additionally, the National Office was able to restore its staff to increase efficiency and productivity by hiring a grant manager and communications coordinator.

The 2011 convention brought 2390 registrants (approximately 43% more than 2010), which added to the facility cost and overall convention expenses. However, the convention generated total revenues of \$2,282,615, which is an increase over 2010. The added revenue enabled the organization to pay down its debts while restoring valuable and necessary services to its members and averting a financial deficit.

The success of both the Convention and Career Fair not only attracted sponsors, but also encouraged them to continue to partner with NABJ in the future.

The 2011 financial strategy enabled the organization to expand and increase the caliber of ongoing services, and restore programs and services that were previously reduced or eliminated due to cuts.

Fiscal Year 2011 also saw diversification and growth in the organization's schedule of revenue-generating events. The Hall of Fame Gala was launched in January 2011 as an independent event. Along with in-kind support of the venue, the Gala raised \$190,630 in revenue and \$61,058 in profit. Revenues from the 2011 Media Institute on Health jumped to \$123,180 from only \$14,000 in 2010. A secondary health program was held in Berkeley, California and generated revenues of \$18,500 with a favorable profit of \$8,500. Overall, annual revenue was increased thanks to these non-convention events. The association's

additional focus on these revenue-generating programs which are very desirable to our membership is a two-fold model for success in the future.

## STATEMENT OF FINANCIAL POSITION

Cash balance as of 12/31/2011 was \$405,559, an increase of \$94,493 over the 2010 cash balance of \$311,066. Accounts receivable as of 12/31/2011 was \$435,950, an increase of \$240,665 over the 2010 accounts receivable balance of \$195,285. Total current assets as of 12/31/2011 were \$849,509, an increase of \$308,018 over the 2010 total current assets of \$541,491. Investments balance as of 12/31/2011 \$603,430 decreased by \$8,529 versus the 2010 investments balance of \$611,959.

Accounts payable balance as of 12/31/2011 was \$165,503, an increase of \$25,269 versus the 2010 accounts payable balance of \$141,134. Deferred revenue balance as of 12/31/2011 was \$567,547 and very favorably increased by \$266,449 over the 2010 deferred revenue balance of \$301,098. This favorable increase was again due to a very successful 2012 Hall of Fame event and convention, which generated significant revenues in November and December 2011.

Total net assets balance as of 12/31/2011 was \$725,429, an increase of \$3,363 over the 2010 total net asset balance of \$722,066.

## STATEMENT OF ACTIVITIES/INCOME

Total revenues as of 12/31/2011 were \$2,907,642, an increase of \$456,123 over the 2010 total revenues of \$2,451,519. Total expenses as of 12/31/2011 were \$2,904,279, an increase of \$890,486 versus the 2010 total expenses of \$2,013,793. This increase was mainly due to the increased expenditure on the 2011 Annual Convention, national office staffing, and programming.

Expenditure on the 2011 Annual Convention increased by \$492,646 in comparison to the 2010 convention cuts, and represents 55% of increased expenditure. In addition, the national office hired a full-time ED, and increased staff from 5 to a team of 7. Staff expenditure was \$385,818, and accounted for approximately 29% of increased expenditure.

NABJ's net income went from a \$437,726 net profit in 2010 to a net profit of \$3,363 in 2011. This was due to the restoration of membership services including the NABJ Journal, increased expenditure on convention, expanded Media Institutes, restoration of Hall of Fame, and staff positions in the national office.

On September 17, 2012, an audit exit conference was held with the firm of Abrams, Foster, Nole and Williams for the 2011 audit. Present for NABJ were Keith Keed, Treasurer; Gregory Lee, Jr., President; Maurice Foster, Executive Director; and

# FINANCIAL REPORT

Nathaniel Chambers, Finance Manager. The auditors issued NABJ an unqualified opinion on the 2011 NABJ financial statement, the highest audit opinion issued. In terms of the overall 2011 audit and the internal controls over NABJ finances, the auditor found no audit exceptions.

## LOOKING AHEAD

Like the rest of the nation, NABJ has suffered because of the downturn in the economy. Recovery is on the horizon and we must look at these challenges as opportunities for growth and development.

Our stable financial position has enabled NABJ to hire staff, continue to offer scholarships, increase programming, and restore previously cut benefits to members. The organization was able to achieve these accomplishments by balancing its budget, increasing sponsorship, negotiating favorable contracts, partnering with sponsors to reduce operational costs where necessary, and bolstering the national office and management team to continue to attract financial capital. Improved cash flow patterns and better management of internal finances helped to restore considerable lines of credit.

The Association closed the 2011 FY having stabilized the overall cash flow patterns

that proved inadequate in some years, settled debts without the need to borrow, and balanced the organization's budget.

Addressing concerns identified by management and cited by the audit and our funding partners, it is important that we build and maintain an internal infrastructure, through adequate staffing, improved internal procedures, and useful programming, that will support the growth of the organization in a way that is financially stable.

Over the next 14 months, the organization should find itself in a solid position where we have paid off debts and secured its financial future. There will be challenges ahead, such as convening the annual convention in June as opposed to August. This shortened window of operations can affect many areas, particularly convention staffing and fund development. This is a challenge, however, that NABJ should be well equipped to face.

As the media landscape is constantly changing and the future of traditional and print media remains somewhat in question, representative organizations in media must streamline and evolve with their membership. As a non-profit committed to service, NABJ is in a secure financial position equipped to carry out the organization's mission.

**IT IS WITH THE STRENGTH OF OUR MEMBERS AND THE VISIONARY GOALS OF OUR FOUNDERS IN OUR HEARTS AND IN OUR MINDS THAT WE STRIVE FORWARD INTO 2012.**

## GRANTS & FUNDING

**As part of NABJ's effort to stabilize our financial position, a part-time grant manager was hired in 2011. This manager applied for grants as well as completed follow up reports.**

Robert Wood Johnson Foundation \$37,000 Media Institute on Health Report submitted March 2011	CNN Scholars \$300,000 CNN Scholarships Report submitted July 2011	Aetna Foundation \$35,000 Professional development seminar Report submitted
Challenge Grant in Ethics & Excellence \$25,000 Report submitted December 2010	Knight Foundation \$20,000 General support Report submitted	Annie E. Casey Foundation \$35,000 Professional development seminar Report submitted
Ford Foundation \$150,000 Travel fellowships, relocation of National Office, & educational programs Report submitted	International Institute for Education \$10,000 Redistricting/Voting Webinars Report submitted July 2011	U.S. Department of HHS Office of Women's Health \$20,000 Professional development seminar Report submitted
Dow Jones & Company \$10,000 General support Report Submitted June 2011	Benton Foundation \$2,000 Census survey Report submitted	

	2011	2010	2009
Cash Balance	\$409,559	\$311,066	\$158,661
Accounts Recievable	\$435,950	\$195,285	\$15,780
Investment Balance	\$603,430	\$611,959	\$744,484
Accounts Payable Balance	\$165,503	\$141,134	\$482,339
Deferred Revenue Balance	\$567,547	\$301,098	\$197,815
Total Net Assets Balance	\$725,429	\$722,066	\$284,340
Total Revenues	\$2,907,642	\$2,451,519	\$1,747,058
Total Expenses	\$2,904,279	\$2,013,792	\$2,359,837
<b>Total Net Profit / (Loss)</b>	<b>\$3,363</b>	<b>\$437,727</b>	<b>(\$612,779)</b>

# FINANCIAL REPORT

	2011	2010	2009
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	409,559	311,066	158,661
Accounts receivable	435,950	195,285	15,780
Prepaid expenses	4,000	35,140	8,929
Total current assets	849,509	541,491	183,369
<b>Property and Equipment</b>			
Equipment	273,469	271,710	268,860
Furniture and fixtures	49,761	49,761	50,046
Total property and equipment	323,230	321,471	318,906
Less: accumulated depreciation	(317,690)	(310,623)	(282,265)
Net property and equipment	5,540	10,848	36,641
<b>Other Assets</b>			
Investments	603,430	611,959	744,484
Total other assets	603,430	611,959	744,484
<b>Total Assets</b>	<b>1,458,479</b>	<b>1,164,298</b>	<b>964,494</b>
<b>Liabilities And Net Assets</b>			
<b>Current Liabilities</b>			
Accounts payable and accrued expenses	165,503	141,134	482,339
Deferred revenue	567,547	301,098	197,814
Total current liabilities	733,050	442,232	680,153
<b>Net Assets</b>			
Unrestricted net assets	(891,905)	(979,768)	(1,088,510)
Temporarily restricted net assets	1,617,334	1,701,834	1,372,850
Total net assets	725,429	722,066	284,341
<b>Total Liabilities and Net Assets</b>	<b>1,458,479</b>	<b>1,164,298</b>	<b>964,494</b>

	2011	2010	2009
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	409,559	311,066	158,661
Accounts receivable	435,950	195,285	15,780
Prepaid expenses	4,000	35,140	8,929
Total current assets	849,509	541,491	183,369
<b>Property and Equipment</b>			
Equipment	273,469	271,710	268,860
Furniture and fixtures	49,761	49,761	50,046
Total property and equipment	323,230	321,471	318,906
Less: accumulated depreciation	(317,690)	(310,623)	(282,265)
Net property and equipment	5,540	10,848	36,641
<b>Other Assets</b>			
Investments	603,430	611,959	744,484
Total other assets	603,430	611,959	744,484
<b>Total Assets</b>	<b>1,458,479</b>	<b>1,164,298</b>	<b>964,494</b>
<b>Liabilities And Net Assets</b>			
<b>Current Liabilities</b>			
Accounts payable and accrued expenses	165,503	141,134	482,339
Deferred revenue	567,547	301,098	197,814
Total current liabilities	733,050	442,232	680,153
<b>Net Assets</b>			
Unrestricted net assets	(891,905)	(979,768)	(1,088,510)
Temporarily restricted net assets	1,617,334	1,701,834	1,372,850
Total net assets	725,429	722,066	284,341
<b>Total Liabilities and Net Assets</b>	<b>1,458,479</b>	<b>1,164,298</b>	<b>964,494</b>

# FINANCIAL REPORT

	2011			2010			2009		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
<b>Revenue and Support</b>									
Contributions and grants	1,702,541	-	1,702,541	1,076,993	330,844	1,407,836	708,444	22,324	730,768
Convention registrations	596,688	-	596,688	378,543	-	378,543	599,948	-	599,948
Membership dues	241,072	-	241,072	316,743	-	316,743	240,680	-	240,680
Media Institute	85,318	-	85,318	58,085	-	58,085	21,540	-	21,540
Program fees	75,162	-	75,162	76,492	-	76,492	56,703	-	56,703
In-kind contributions	202,000	-	202,000	111,495	-	111,495	-	-	-
Interest and dividend income	3,308	-	3,308	-	45,965	45,965	21,322	-	21,322
Net unrealized gain (loss) on investments	(8,529)	-	(8,529)	-	51,175	51,175	59,444	-	59,444
Miscellaneous income	10,082	-	10,082	5,185	-	5,185	16,653	-	16,653
Net assets released from restrictions	84,500	(84,500)	-	99,000	(99,000)	-	70,371	(70,371)	-
<b>Total revenue and support</b>	<b>2,992,142</b>	<b>(84,500)</b>	<b>2,907,642</b>	<b>2,122,535</b>	<b>328,984</b>	<b>2,451,519</b>	<b>1,795,105</b>	<b>(48,047)</b>	<b>1,747,058</b>
<b>Expenses</b>									
Program expenses									
Convention	1,313,315	-	1,313,315	927,497	-	927,497	910,285	-	910,285
Media Institute	125,347	-	125,347	49,438	-	49,438	78,959	-	78,959
Scholarship	84,731	-	84,731	98,904	-	98,904	136,851	-	136,851
SEED	66,375	-	66,375	51,477	-	51,477	24,664	-	24,664
Total program expenses	1,589,768	-	1,589,768	1,127,316	-	1,127,316	1,150,759	-	1,150,759
Supporting expenses									
National office	1,034,522	-	1,034,522	772,193	-	772,193	964,196	-	964,196
Governance	64,006	-	64,006	2,470	-	2,470	21,448	-	21,448
Membership	69,651	-	69,651	49,743	-	49,743	67,244	-	67,244
Other supporting expenses	146,332	-	146,332	62,071	-	62,071	156,190	-	156,191
Total supporting expenses	1,314,511	-	1,314,511	886,477	-	886,477	1,209,079	-	1,209,079
<b>Total expenses</b>	<b>2,904,279</b>	<b>-</b>	<b>2,904,279</b>	<b>2,013,793</b>	<b>-</b>	<b>2,013,793</b>	<b>2,359,837</b>	<b>-</b>	<b>2,359,837</b>
Net Assets/(Deficit) beginning of year	(979,768)	1,701,834	722,066	(1,088,510)	1,372,850	284,340	564,733	(48,047)	897,120
Increase (Decrease) in net assets	87,863	(84,500)	3,363	108,742	328,984	437,726	523,778	1,420,897	(612,780)
<b>Net Assets/(Deficit) end of year</b>	<b>(891,905)</b>	<b>1,617,334</b>	<b>725,429</b>	<b>(979,768)</b>	<b>1,701,834</b>	<b>722,066</b>	<b>1,088,510</b>	<b>1,372,850</b>	<b>284,340</b>



## **National Association of Black Journalists**

1100 Knight Hall, Suite 3100

College Park, Maryland 20742

Phone: (301) 405-0248 | Fax: (301) 314-1714

[www.nabj.org](http://www.nabj.org)