

The NABJ Media Institutes offer quality web seminars and hands-on professional development, entrepreneurial guidance, and technical training at sponsored events around the country. The Institutes seek to educate and inspire member journalists on topics that directly affect the communities that they serve. The Institutes connect journalists with frontline stakeholders, researchers, policy makers, and other journalists to exchange ideas and information about the topics that matter the most. In addition to this educational programming, our Media Institutes offer journalists tips on how to present these topics accurately while still making them interesting to their audiences.

We invite you to be a sponsor of the NABJ Media Institutes. Your company or organization will gain an extraordinary opportunity to interface with our members and other high-profile media professionals at these events.

### Media Institute on Energy

Spring 2014

The Media Institute on Energy is designed to educate our journalists about topics related to oil, gas, wind, solar and other alternative fuels and craft a career as a media professional in the energy sector. Focusing on topics ranging from the impact of energy practices on various communities to the growth in alternative energy. The Media Institute on Energy also discusses energy policy, public utilities, and the environmental and social impacts of energy consumption. Partnering with those in the energy industry, our 2013 program include a tour of facilities in Houston's Energy Corridor. We hope to continue these opportunities in 2014.

### Media Institute on Social Media

Spring 2014

The Media Institute on Social Media focuses on how journalists can harness the power of social media and other online tools to find stories, successfully network, and brand themselves and their work.

### Media Institute on Health

April 2014

NABJ's flagship Media Institute, the Media Institute on Health is held at the Kaiser Family Foundation Conference Center in Washington, DC discusses the impact of health care reform and health policy on under-served communities. Past workshop highlights have included healthcare reform, health disparities and inequities, health data and statistics, use of social media in health, family caregiving, women's health, diabetes, and the HIV epidemic. Most notably, for the past two years, NABJ has been honored to be invited to the White House for a private health briefings at the White House. The briefings have given our members access to high ranking health administration officials such as the Secretary of Health and Human Services Kathleen Sebelius and former United States Surgeon General Regina M. Benjamin.

### Media Institute for Media Professionals

September 2014

The Media Institute for Media Professionals and Entrepreneurs is a career-focused Media Institute for those who work outside of the traditional journalism world. 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.

### Media Institute on Health - California

September 2014

Much like its Washington counterpart, this Media Institute discusses the key issues surrounding health and health policies, but focuses on issues facing Californians, especially in the host cities of Los Angeles and San Francisco, California.

### Media Institute on Education

Fall 2014

The Media Institute on Education will cover the myriad of topics relating to education, including school closings, charter schools, teacher training and evaluation, and other headline-grabbing policy changes, as well as how supporting families and communities directly impacts the quality of education our children receive.

### Media Institute on Financial Literacy

Fall 2014

The Media Institute on Financial Literacy gives member journalists the tools to not only disseminate accurate information regarding the economic and important financial topics, but offers tips to maintain their own personal and business finances.

### Media Institute for Collegiate Journalists

Fall 2014

The Media Institute for Collegiate Journalists brings together university-level aspiring journalists and media professionals to learn from the experts on how to break into and how to thrive in their chosen future careers.

### Media Institute on Political Reporting

Fall 2016

Held in Washington, DC every four years to complement the election cycle, this Media Institute equips member journalists with the vital information needed to improve their political coverage. Topics discussed include how to get hired as a political reporter; how Supreme Court rulings impact the public, and the growing influence of the Latino and Black vote.

## Sponsorship Opportunities:

### Professional Development Breakfasts or Luncheons \$35,000

Experts will engage in stimulating panel discussions and share information with conference registrants on hot-button issues over breakfast or lunch. These workshops may feature speakers from your company or organization as well as your partners.

#### Sponsorship benefits include:

- Input in the development of the session topic
- Opportunity to make opening remarks
- Opportunity to introduce session facilitators
- Table top exhibit space (6' x 30")
- One full page advertisement in print and online conference program book
- 8 complimentary conference registrations
- Acknowledgment in print and online conference materials
- Social media coverage

### Evening Reception

\$20,000

At the end of an intensive day of professional development training, conference registrants, panelists and sponsors will unwind and network over hors d'oeuvres.

#### Sponsorship benefits include:

- Opportunity to make opening remarks
- Table top exhibit space (6' x 30") at the conference
- One full page advertisement in print and online Conference Program book
- 6 complimentary conference registrations
- Acknowledgment in print and online conference materials
- Social media coverage

### Workshops

\$10,000

The workshop sessions developed in coordination with NABJ form the heart of the Media Institute and cover a wide variety of engaging and informative professional development topics. These workshops may feature speakers from your company or organization as well as your partners.

#### Sponsorship benefits include:

- Table top exhibit space (6' x 30") at the conference
- 1/2 page advertisement in print and online conference program book
- 4 complimentary conference registrations
- Acknowledgment in print and online conference materials
- Social media coverage

### Advertiser

\$2,000

Place a full page, 4 color advertisement on a product or service you want to promote to conference attendees in the program book, a reference used by members to identify contacts at participating organizations.

### General support

\$1,000

Show your support of diversity and high-quality journalism with a gift to NABJ. You will receive acknowledgment in print and online conference materials.

**Bundle sponsorship packages as well as other NABJ event sponsorships are available upon request.**

**To become a sponsor of the NABJ Media Institute or for more information, please contact Executive Assistant Taylor Osborne-Smith at 301-405-2592 or [tosmith@nabj.org](mailto:tosmith@nabj.org).**