

Philadelphia Association of Black Journalists
Submitted by PABJ President Sarah Glover
February 24, 2011

PABJ@NABJ36 OVERVIEW

The PABJ@NABJ36 initiative encompasses all PABJ matters related to PABJ's role as chapter hosts at the 2011 convention. This includes but is not limited to party, fundraising and volunteer coordinating efforts. Starting in 2011, PABJ will hold a PABJ@NABJ36 monthly meeting the third or fourth Wednesday of each month between now and the convention. The meetings will serve as the designated time for team leaders to report to the entire PABJ@NABJ36 Committee.

Convention dates: 36th Annual NABJ Convention & Career Fair – August 3-7, 2011 – Philadelphia Convention Center

PABJ's primary tasks includes: 1) being chapter hosts; 2) producing a Friday, Aug. 5 evening party; 3) assisting NABJ with sponsorship, programming and other leads that will help make the convention a success.

PABJ@NABJ36 TASKING

It will take a uniform effort with all hands on-deck to achieve our goal of hosting a successful convention. All tasks related to PABJ's activities will be assigned to a team leader(s). The team leader groups will range from one to five people. The team leaders report to the PABJ@NABJ36 advisor, who reports to the president and the board. Members interested in serving in any area of PABJ's convention-related activities are encouraged to get onboard and aid the chapter's efforts. Everyone is welcome to participate and be engaged on one or more teams. You may reach out to a team leader below to be included in their tasking efforts or you may contact PABJ President Sarah Glover to be designated a task or to get on a working team. Her email is president@pabj.org.

PABJ@NABJ36 Tasking Directives as February 24, 2011 are:

ADVISOR

Arthur Fennell
advisor@pabj.org

FUNDRAISING

Team Leaders: Melanie Burney, Ken Scott, Sarah Glover
treasurer@pabj.org

ENTERTAINMENT

Team Leaders: Elka Battle and Rachel Ferguson
elkab@pcvb.org

VENUE/LOGISTICS

Team Leaders: Elka Battle and Mariya Brewer
elkab@pcvb.org

PABJ/NABJ VOLUNTEERS

Team Leaders: Johann Calhoun and Afea Tucker
volunteer@pabj.org

SPECIAL EVENTS

Team Leaders: Jenice Armstrong and Dawn Roberts
dawn@kdcomm.com

DECORATIONS and ADD-ONS

Team Leader: Rachel Ferguson
rachel@gptmc.com

RAFFLES/GIVEAWAY BAGS

Team Leaders: Denise Clay and Germaine Edwards
secretary@pabj.org

SECURITY

Team Leaders: Vincent Thompson and Kirk Wardy
mediamancommunications@hotmail.com

OFFICIAL MERCHANDISE

Team Leader: Sandra Long, Annette John-Hall and Sandy Clark
welcome@pabj.org

EVENT TICKETING

Team Leader: Melanie Burney
treasurer@pabj.org

LINE DANCE

Team Leader: Darisha Miller
dkm@rossassociates.biz

HOSPITALITY

Team Leaders: open

PABJ PHOTO OPPTS

Team Leader: Bill Foster
billfosterphoto@aol.com

NABJ VIDEO SUPPORT

Team Leader: Denise James
denise.james.news.@gmail.com

PABJ@NABJ36 TEAM DESCRIPTIONS

Below are descriptions for the primary tasks of each of team and their respective team leaders.

Advisor: coordinates PABJ@NABJ36 efforts with the PABJ president.

Fundraising: Identifies fundraising opportunities for NABJ and PABJ. Solicits sponsorship support and works to create community partnerships. This includes sending out sponsor packets and making follow-up calls.

Entertainment: Seeks entertainment availability and contractual information on behalf of PABJ. Only the PABJ president and/or treasurer may negotiate and sign a contract.

Venue/Logistics: Seeks out available party locations. Arranges site visits. Prepares information to report to the group and the PABJ board.

PABJ/NABJ Volunteers: Oversees a growing amount of outreach from PABJ members, students, community members and others who reach out inquiring about how they can get involved with the convention. Aggregates the information and pairs up any chapter and/or NABJ needs that arise with prospective volunteers.

Special Events: Identify special events, mixers and/or receptions that the chapter can produce, host, co-sponsor or partner to generate interest and support for the NABJ Convention.

Decorations and Add-ons: Once the venue has been selected, this team works to identify a plan for dressing up the location. There may be extra things PABJ wants to do to set the scene at the party; add-ons will be considered to give the party that special touch.

Raffles/Giveaway Bags: Seek in-kind and sponsor donations for chapter raffles at the party and/or at other special events. Seek in-kind and sponsor items for the chapter party gift bag.

Security: Identify security options per the location. Look at a company and/or individuals who the chapter might consider their services.

Official merchandise: Identify, design and select items that the chapter will sell at the convention, such as: t-shirts, mugs and pins.

Event ticketing: Oversee the management of the party event ticketing. Investigate whether the chapter should outsource the door; identify potential companies.

Line dance: Identify a line dance for the chapter to learn. Seek out a dancer who is willing to work with PABJ to teach chapter members a line dance at the May, June chapter meetings and a possible additional date.

Hospitality: Work with the PCVB/MAC and others on identifying PABJ hospitality gestures. If the chapter is given a suite at convention, organize suite coverage in concert with the volunteer team leaders for the days the suite is open. Spread good cheer.

PABJ Photo Opps: Identify locations where PABJ can organize group photos, such as the LOVE Park photo. Seeking three to four additional locations.

NABJ Video Support: Assist NABJ with identifying options on convention promotional video production.

PABJ@NABJ36 - 2011 PRIMARY NEXT STEPS

Three primary next step functions of the team are to: secure venue, investigate entertainment and obtain sponsorship.

Next meeting = Wednesday, March 23 at 6:30-8pm at the PCVB offices, 1700 Market Street, Suite 3000, 215-636-3300.

Ongoing

- open for suggestions, and miscellaneous ideas
- hold monthly meetings
- seek sponsorship and raffle items

February

- contact venues, arrange site visits

March

- conduct and finish site visits
- decide on theme, color, location and entertainment
- finalize venue contract
- consider all external contracts

April

- seek out and finalize all entertainment and venue contracts
- present decorations plan

May

- tickets to be printed
- begin learning line dance
- consider merchandise and order

June

- start selling tickets and create signage/billing, begin PR