

EXHIBIT 7

**Participation in Events Sponsored by Organizations Representing
Groups in the Community Interested in Broadcast Employment Issues**

KXAS-TV

KXTX-TV

Fort Worth, Texas

Dallas, Texas









Sponsor Debrief Report

On behalf of AAJA's national board, staff, and members, AAJA is grateful for your support of AAJA21. Your monetary, time, and energy contributions to the organization led to our 2nd successful virtual conference. As we begin thinking about 2022, we wanted to take a moment and highlight some of the key elements of your experience with AAJA. Below are some data points that you've either requested, or we are providing to inform you of how much our members appreciated your contributions to our national convention.

If you have any questions, please feel free to reach out to Chris Chan at chris@3cstrategies.com.

By The Numbers

Booth Metrics (Counted by Unique Users)

| |  NBCUniversal News Group |  NBCUniversal Local <small> Owned Stations  Regional Sports Networks</small> |  NBC Sports | NBCU  ACADEMY |
|--|--|---|---|---|
|  Booth Visitors | 124 | 58 | 33 | 57 |
|  Booth Chats | 21 | 10 | 6 | 8 |

Stallard, Martha (NBCUniversal)

From: Guyton, Valerie (NBCUniversal)
Sent: Thursday, March 24, 2022 10:36 AM
To: Stallard, Martha (NBCUniversal)
Subject: for FCC

Martha,

- Stephen and I attended NABJ National convention virtually in 2021
- Valerie Guyton spoke at the virtual SPJ (Society of Professional Journalists) Journalism Conference to students about leadership in journalism on September 2nd, 2021
- **Kristi Nelson emcee'ed the virtual kickoff of the NBCU Academy on October 25th at 6pm CT/7pm ET.** The event is a kickoff event for our Academic Partners, University of North Texas and Dallas Community College.

Thank you!

V

VALERIE BUTLER GUYTON

Assistant News Director, **Texas Connects Us**

NBC 5 | Dallas-Fort Worth

P: 817.213.7542

[NBCDFW Platforms](#)



Stallard, Martha (NBCUniversal)

From: vdodson@nabj.org
Sent: Monday, June 28, 2021 9:50 AM
To: Williams2, Scott (NBCUniversal)
Cc: Lopez, Tiffany (NBCUniversal)
Subject: [EXTERNAL] #NABJ21 Virtual Convention & Career Fair Registration Confirmation (Exhibitor/Recruiter)

Follow Up Flag: Follow up
Flag Status: Flagged



Scott Williams
NBCUniversal
30 Rockefeller Plaza
New York, NY - 10112

Dear Scott:

We are pleased to confirm your registration for the #NABJ21 Convention & Career Fair on Aug. 18-21, 2021. Click the link below to view your registration receipt.

You're registered for:

| Sales Date | Description | Unit Price | Qty | Gross Amount |
|--------------------|-------------------------------|------------|-----|---------------|
| 06/28/21 | Complimentary Booth Personnel | \$0.00 | 1 | \$0.00 |
| Balance Due | | | | \$0.00 |

Listed below is your Attendee Service Center (ASC) link and login information to update your registration information and make payments. NOTE: All balances must be paid in full on or before June 28, 2021.

Attendee Service Center

ASC URL: https://s4.goeshow.com/nabj/annual/2021/asc_login.cfm

ASC Password: 920239

For your convenience, we have listed below our convention cancellation policies. Please read them carefully and note any deadlines and fees.

Cancellations and Refunds

Registration refund requests must be submitted [HERE](#), on our internal portal, by June 28, 2021. Refunds will not be issued for cancellations made after this date regardless of registration date or no-shows. Refunds will be issued within 6 weeks after the conference, and a processing fee will be deducted. Registrations processed prior to June 28, 2021, will be eligible for a refund, less a \$50 administration fee for Exhibitors.

Career Fair

Get a head start as you prepare for the #NABJ21 Career Fair! Upload your resume and links to your reel or portfolio for recruiters to preview before the conference at www.nabjcareers.org. Attendees will be able to request appointments in the vFairs exhibit

hall starting at 8 a.m. EDT on Aug. 4-20. Appointments are based on the recruiters' availability.

We recommend you **submit** your resume/reel as early as possible and no later than the end of day Aug. 1! Recruiters may choose to reach out to you in advance.

Convention Access

To sign in to the convention on Wednesday, Aug. 18 beginning at 7 a.m. EDT, please go to nabj21.vfairs.com. (This site will also be updated with event information leading up to the conference). Bookmark or save this link and use it every day during the convention.

- You will be prompted to log in.
- Your login ID is the email you registered for convention with, which is **Scott.Williams2@nbcuni.com**.
- Your password is numeric and exclusive to you. It is **920239**.
- Please keep this info available at all times, as you will need it a few times throughout the day. When promoted, always enter your full name.

Additional Conference Information

Stay tuned to nabj21.vfairs.com for all your conference needs – including program, speakers, and exhibitor information.

Questions

Contact our registrar at membership@nabj.org between the hours of 9:00 a.m. and 5:00 p.m. EDT, Monday – Friday.

This confirmation letter serves as your written receipt. Please keep it for your records. Thank you for your attendance and continued support of NABJ!

We look forward to seeing you virtually!

Sincerely,
#NABJ21

Notifications and Disclaimers: As a media-centric organization, all NABJ events are subject to being photographed, video/audio-recorded or live-streamed. Attendees, exhibitors, special guests, presenters, and partners of events may be captured via these formats. Full sessions and activities are subject to live-streaming and all such content is the sole property of NABJ to be used in any way NABJ determines to be appropriate.

In order to provide listed services and event access, NABJ may export your basic registration information to a secure convention vendor or partner (this includes name and email address but not financial or private information).

Please Note: Underage drinking is not permitted at NABJ events. In addition, all convention attendees are subject to the rules of the NABJ Code of Conduct.

Important Notice: Entry to each event is on a first-come, first-serve basis based on capacity. At the discretion of NABJ, some sessions may be available for limited playback.

NBCUNIVERSAL

AT

#NAHJ2021

Three social media posts for each organization

- NBC News
 - Rashida Jones promo - Instagram <https://www.instagram.com/p/CRCBNwKAqk-/>
 - 1k+ Impressions; 66 engagements
 - Rashida Jones promo - Twitter <https://twitter.com/NAHJ/status/1412788992987312129?s=20>
 - 14.3k+ Impressions; 34 engagements
 - Why DEI Workshop promo - Instagram <https://www.instagram.com/p/CQvryl8A0GK/>
 - 900+ Impressions; 67 engagements
 - Apply Now Promo - Instagram <https://www.instagram.com/p/CQGgT4wgyRY/>
 - 2.7k+ Impressions; 634 engagements
 - Apply Now Promo - Facebook <https://www.facebook.com/NAHJFan/posts/10157975016371863>
 - 600+ Impressions; 26 engagements
- CNBC
 - Apply Now Promo - LinkedIn https://www.linkedin.com/feed/update/urn:li:activity:6810188685741449217?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6810188685741449217%29
 - 200+ Impressions; 5 engagements
 - Apply Now Promo - Facebook <https://www.facebook.com/NAHJFan/posts/10157958000766863>
 - 200+ Impressions; 12 engagements
 - CNBC Workshop Promo - Facebook <https://www.facebook.com/watch/?v=1053664631831753>
 - 150+ Impressions; 9 engagements
- Sports and Stations
- Additional e-blast
 - Career Fair: <https://conta.cc/35bYUt0> (external audience)
 - 4.4k+ opens, 258 clicks

NBCUNIVERSAL

AT

#NAHJ2021

- Telemundo
 - NAHJ x Telemundo News Hall of Fame Promo - Twitter
<https://twitter.com/NAHJ/status/1416481025954390025?s=20>
 - 25.5k+ Impressions; 197 engagements
 - NAHJ x Telemundo News Hall of Fame Promo - Instagram
https://www.instagram.com/p/CRcCl-dgt_M/
 - 3.5k+ Impressions; 399 engagements
 - Art of Bilingual Reporting Promo - Twitter
<https://twitter.com/NAHJ/status/1435336207819579395?s=20>
 - 4.7k+ Impressions; 20 engagements

Six dedicated e-blasts

- Apply for NBCU Academy: <https://conta.cc/3wvVqhe>
 - 2k+ opens, 171 clicks
- Deadline Extended: <https://conta.cc/35xUgpm>
 - 250+ opens, 34 clicks
- Last Chance to Apply: <https://conta.cc/2T0mzKm>
 - 300+ opens, 41 clicks
- NBCUniversal's Student Lounge: <https://conta.cc/3qsl2ZU>
 - 800+ opens, 26 clicks
- Art of Bilingual Reporting: <https://conta.cc/3wynXI9>
 - 300+ opens, 46 clicks

Social media takeover on the NAHJ National Twitter or Instagram account

2 complimentary full-page ads in program book at each convention

SEEKING STORYTELLERS

With 42 NBC and Telemundo stations and 6 Regional Sports Networks, NBCUniversal Local is the place where you can tell stories for bilingual audiences across the country.

Here you can be heard.
Aquí puedes ser escuchado

NBCUniversal Local
Doveel Statelo A Regional Sports Networks

NBCU ACADEMY

LEARN. GROW. CREATE. JOIN NBCU ACADEMY TO TRAIN WITH LEADING JOURNALISTS.

Visit NBCUACADEMY.COM to learn from leading journalists at NBC News, MSNBC, CNBC, and Noticias Telemundo

FEATURED COURSES

- ADVOCATING FOR YOURSELF IN THE WORKPLACE**
WITH: KATHLEEN AM...
CLARA...
NBC NEWS
- COVERING TRAUMA WITH COMPASSION**
WITH: SARA...
NBC NEWS
- HOW TO COVER A PRESS CONFERENCE**
WITH: MONICA...
NBC NEWS
- THE ART OF BILINGUAL REPORTING**
WITH: JESSICA...
NBC NEWS
- MASTERING THE INTERVIEW**
WITH: NADIA...
NBC NEWS
- BUSINESS REPORTING**
WITH: MELISSA...
NBC NEWS

NBCU 50/50

NBC NEWS MSNBC CNBC NOTICIAS TELEMUNDO

NBCUNIVERSAL

AT

#NAHJ2021

Promotional item in the NAHJ2021 Swag Bag.

Twenty (20) tickets to the NAHJ Hall of Fame Awards Gala (rolled over to next event)

“Island” Booth on the Career Fair & Exhibitor; top visibility achieved by placement on page

- 96 Interviews

Programming

Fireside Chat with José Díaz-Balart on the “Art of Bilingual Reporting”

- 81 attendees
- <https://vimeo.com/574131469/7e5c70a305>

NBCU Academy - Leadership Series with Rashida Jones

- <https://vimeo.com/573058518>

NBCU Academy - Visual Storytelling During Breaking News

How to create a business news story everyone will want to watch

WHY DEI? How To Get Diversity, Equity and Inclusion Right

60-minute “student lounge” for the ‘Campus Program’

50 job credits (cost per job is \$125 per job instead of \$150 per job)

Thirty (30) Full Conference Registrations

Thirty (30) NAHJ Individual Memberships (must be utilized by registered attendee or re-allocated)

Interactive VR Experience for event attendees

7/14: RECLAIMED. A Visual Exhibit

- This interactive exhibit featured visual works and storytelling by palabra. visual journalists. Co-presenting sponsors: WarnerMedia and NBCUniversal
- 27 attendees



Select Page



NLGJA: The Association of LGBTQ Journalists 2021 National Convention

September 9-12, 2021

And if you're already registered, you now have access to the Pathable platform! If you have registered, you should have received an email from convention@nlgja.org with your unique login link. Please search your inbox or spam folder for convention@nlgja.org. If you are still unable to locate your login email, please contact info@nlgja.org ASAP. Attendees who register after today will be added to the Pathable platform daily and should keep an eye out for their login email. If you have questions, please contact info@nlgja.org.

NLGJA: The Association of LGBTQ Journalists are pleased to announce that registration for our 2021 National Convention is now open! The convention will be held September 9-12 on the Pathable virtual platform.

The National Convention will feature a Career & Community Expo, more than 40 breakout and plenary sessions, and many opportunities to connect and network. The full convention agenda is available [here](#).

Registration for the 2021 National Convention costs \$150 for NLGJA: The Association of LGBTQ Journalists members and \$250 for non-members. Student members receive a complimentary registration and student non-members may register for \$25 with a valid student I.D. There are a limited number of discounted registrations available for those

experiencing financial hardship. Requests for a discounted registration may be submitted to kimmy@nlgja.org. Registration is available [here](#).

[Learn More About Registration](#)

[Download the Sponsor & Partner Prospectus](#)

About NLGJA: The Association of LGBTQ Journalists

NLGJA: The Association of LGBTQ Journalists is a journalist-led association working within the news media to advance fair and accurate coverage of LGBTQ communities and issues. We promote diverse and inclusive workplaces by holding the industry accountable and providing education, professional development and mentoring.

Contact Us

NLGJA: The Association of LGBTQ Journalists

2120 L Street, NW

Suite 850

Washington, DC 20037

(202) 588-9888

info@nlgja.org

Sitemap

[About NLGJA: The Association of LGBTQ Journalists](#) | [News](#) | [Board of Directors](#) | [Mission & History](#) | [Office Staff](#) | [Tax Statements](#) | [Rapid Response](#) | [Chapters](#) | [NLGJA: The Association of LGBTQ Journalists Timeline](#)

[Awards](#) | [Excellence in Journalism Awards](#) | [LGBTQ Journalists Hall of Fame](#) | [The Al Neuharth Award](#)

[Membership](#) | [Rates](#) | [Join NLGJA: The Association of LGBTQ Journalists](#) | [Member Login](#) | [Lifetime Membership](#)

[Resources](#) | [Stylebook](#) | [Student Project](#) | [Scholarships](#) | [Toolbox](#) | [Job Board](#) | [Reaching the LGBTQ Audience](#)



Designed by [Elegant Themes](#) | Powered by [WordPress](#)