



2020

# HALL OF FAME SPONSORSHIP

CORPORATE, MEDIA, AND INDIVIDUAL GIVING LEVELS AND BENEFITS

**THE 2020 ATLANTA PRESS CLUB HALL OF FAME**

**AUTUMN 2020**

**ATLANTA, GA**

*TIME AND FORMAT TBD*

[ATLANTAPRESSCLUB.ORG](http://ATLANTAPRESSCLUB.ORG)

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## PRESIDENT'S LETTER

*“Each year as we celebrate our inductees, we are reminded of the power of words and the resilience of Atlanta's media community.”*

*When I began the job as president of the Atlanta Press Club in January 2020, I had no idea a novel coronavirus would become a global pandemic.*

*This year has proven the critical importance of your sponsorship dollars, which continue to make us better stewards of journalism in Atlanta as we strive for inclusion and diversity of ideas in our work and mission.*

*Our annual **Hall of Fame** induction ceremony recognizes career excellence and lifetime achievement in the field of journalism, and 2020's unusual trajectory will not douse our excitement as we honor outstanding journalists who set the highest standards in Atlanta and beyond.*

*Each year as we celebrate our inductees, we are reminded of the power of words and the resilience of Atlanta's media community. Our celebrations may look a little different this year, but your support will continue to bolster our mission to serve the professional and educational needs of regional journalists—no matter the circumstances.*

*Thank you for your support, your consideration and your belief in our mission. We need you now more than ever. We look forward to celebrating with you soon!*

*—Kristi York Wooten  
July 2020*



## 2020 BOARD OF DIRECTORS

**MaryLynn Ryan**, Georgia Public Broadcasting – Chair

**Jason McPherson**, TPA Group – Treasurer

**Mark Aldren**, Journalist

**Deisha Barnett**, Metro Atlanta Chamber

**Doug Barthlow**, Georgia State University

**Rickey Bevington**, Georgia Public Broadcasting

**Susanna Capelouto**, WABE Radio

**Charles Edwards**, Jackson Spalding

**Mary Eitel**, MKE Communications

**Ken Foskett**, Atlanta Journal-Constitution

**Karyn Greer**, CBS46

**Rodney Ho**, Atlanta Journal-Constitution

**Rachel Lebedin**, WSB-TV

**Maggie Lee**, Freelance Journalist

**Rebecca Lindstrom**, 11Alive

**Eric Ludgood**, Fox5

**Mark Meltzer**, Journalist

**Maria Saporta**, Saporta Report

**Duane Stanford**, Beverage Digest

**Sonia Tucker**, CNN

**Thomas Wheatley**, Atlanta Magazine

**Jewel Wicker**, Freelance Journalist

## ABOUT THE ATLANTA PRESS CLUB

Established in 1964, the Atlanta Press Club (APC) is a registered 501c3 nonprofit and one of the largest and most active professional journalism organizations in the country. More than half of our 500 members are working journalists. The balance is made up of journalism students, educators, government and nonprofit executives, and public relations professionals.

**Our mission** is to serve the evolving professional, educational and social needs of our media community, foster journalistic excellence and advance the public's interest in and understanding of a free press.

## WHY JOURNALISM MATTERS NOW

Newspapers and newsrooms are disappearing from American towns and cities. Without local journalists in these areas, citizens are becoming less informed and research and sources are not being printed, which means many public officials are not being held accountable for their actions. In the current media environment, it can be hard to tell what news is real vs. fake, and what is fact vs. opinion. Journalism is under attack, and there is confusion about what journalists do and why they are vital in a democracy.

The Atlanta Press Club partnered with Georgia Humanities on the *Democracy and the Informed Citizen* project and we continue to provide online programming that deepens the public's knowledge of the connections between democracy, journalism and an informed citizenry; we also aim to increase media literacy and support high-quality journalism, especially local journalism.

## 06 ABOUT THE APC HALL OF FAME

Each year, the Atlanta Press Club recognizes top leaders within our industry. For more than 50 years, we've fostered and awarded journalistic excellence to distinguish outstanding individuals who uphold the highest standards of the press. The Hall of Fame is an annual event that recognizes journalists for their lifetime achievements, whose careers represent the highest standards of journalistic integrity and ethics. They have made outstanding contributions either to journalism in Georgia or the country and the world at large, often courageously overcoming many obstacles to pursue, find and share the truth.

### PAST INDUCTEES



## 2020 HALL OF FAME INDUCTEES



### BOYD LEWIS

Boyd Henry Lewis, Jr. is a photographer, teacher and former journalist who worked with black-owned newspapers in Atlanta. Lewis was hired by the Atlanta Voice, a black-owned weekly newspaper, in 1969 and in 1973 by the Atlanta Inquirer, where he covered Mayor Maynard Jackson and the election of civil rights leader Andrew Young to Congress. Lewis later became a reporter and wrote, produced and hosted "Southwind" a program featuring news, interviews and events in Atlanta.



### LEE MAY

Lee May was a graduate of the Columbia University Graduate School of Journalism. He won the National Conference of Christians and Jews' Gold Medal Award and the Robert F. Kennedy Journalism Award Grand Prize. In addition to writing the book *Gardening Life*, Lee May also authored *My Father's Garden*. May was a senior contributing editor for *Southern Living* and an essayist for US Airways' in-flight magazine – *Attaché*, as well as numerous home and garden publications.



### PAT MITCHELL

Pat Mitchell was the first woman president of PBS and of CNN productions, and also a visionary, award-winning TV and film producer. She is the editorial director of TED Women, chair of the Sundance and the Women's Media Center boards and a trustee of the VDAY movement, the Skoll Foundation and the Acumen Fund. She is an advisor to Participant Media and served as a congressional appointment to The American Museum of Women's History Advisory Council. She is the author of *Becoming a Dangerous Woman: Embracing Risk to Change the World*.



### BILL RANKIN

Bill Rankin, the AJC's legal affairs reporter, has worked for the paper for more than 30 years. Since 2015, he has been the host and narrator of the AJC's Breakdown podcast. He has covered trials such as Atlanta lawyer Fred Tokars, NFL star Ray Lewis, the Gold Club and Justin Ross Harris. Bill has also exposed inequities and breakdowns in Georgia's indigent defense system, its administration of the death penalty and its civil and criminal justice systems. Bill is the son of Jim Rankin, who worked as an editor for the newspaper for 26 years before retiring in 1986.



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# 2020 HALL OF FAME SPONSORS

// 2020 TITLE SPONSOR //

*The Coca-Cola Company*

// 2020 PLATINUM SPONSOR //



// 2020 RECEPTION SPONSOR //





# WHAT YOUR SPONSORSHIP PROVIDES:

## RECOGNITION

Sponsorship allows us to publicly recognize excellence in the field of journalism at our annual Hall of Fame event, which honors journalists for their careers and lifetime achievements.

## PROGRAMMING AND EVENTS

Through publications and programming, the APC helps to educate the public on important issues and the role journalists play in a democracy.

## EDUCATION

APC hosts discussions throughout the year to help journalists improve their skills and accuracy. Topics include current legislation, First Amendment law, and tips and resources.

## INTERNSHIPS

APC offers summer internships for journalism students by pairing them with many of Atlanta's top news organizations where they receive hands-on experience reporting.

## ACCESS

Members and the public gain access to influential leaders from across the state and the country through our Newsmaker and Check-In series.

# HALL OF FAME SPONSORSHIP

## PLATINUM LEVEL / \$10,000

### Recognition and benefits:

- Opportunity to address audience at the podium for two (1) minute at Hall of Fame event (in person or virtual, where applicable) OR submit 30-second commercial/video (requires pre-approval)
- Two (2) Platinum seats near honoree row at Hall of Fame event (if applicable)
- 10 additional tickets to Hall of Fame event with premiere seating (if applicable)
- 12 tickets to VIP reception (if applicable)
- Full-page ad in event program (print or digital, where applicable)
- Inclusion in pre-show video and opening remarks (in-person or digital, where applicable)
- Recognized as Platinum Sponsor in pre-event news releases
- Recognized as Platinum Sponsor in pre-event emails distributed to more than 3,000 metro Atlanta business and community leaders
- Recognized as Platinum Sponsor on event page of Atlanta Press Club website

**TO SPONSOR OR FOR MORE INFORMATION,  
CONTACT PAULA HOVATER:  
phovater@atlpressclub.org or 404-625-2882**

**NOTE:** THE PURPOSE OF HALL OF FAME SPONSORSHIPS IS TO SUPPORT THE NON-PROFIT MISSION AND WORK OF THE APC. UNLESS OTHERWISE SPECIFIED IN A CONTRACT, YOUR SPONSORSHIP OF THE APC IS AN UNRESTRICTED GIFT. THE APC IS NOT RESPONSIBLE FOR FULFILLING BENEFITS FOR IN-PERSON EVENTS DURING OR AFTER ANY PERIOD OF PUBLIC RESTRICTION DUE TO THE CORONAVIRUS PANDEMIC. DECISIONS ABOUT SUCH EVENTS ARE AT THE SOLE DISCRETION OF THE APC AFTER CONSULTATION OF REGIONAL HEALTH GUIDELINES.

# HALL OF FAME SPONSORSHIP

## GOLD LEVEL / \$7,500

### Recognition and benefits:

- Recognized as Gold Sponsor in pre-event news releases distributed to media organizations and reporters in the metro Atlanta area
- Recognized as Gold Sponsor in pre-event emails distributed to more than 3,000 metro Atlanta business and community leaders
- Recognized as Gold Sponsor on event page of Atlanta Press Club website
- Ten (10) tickets to Hall of Fame event with premiere seating (if applicable)
- Four (4) tickets to VIP reception (if applicable) OR luxury commemorative gift items
- Full-page ad in event program (print or digital, where applicable)
- Logo featured in Hall of Fame event program (print or digital, where applicable)
- Logo featured onscreen before and during Hall of Fame event (in-person or virtual, where applicable)
- Recognition by master of ceremonies (in-person or virtual, where applicable)

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# HALL OF FAME SPONSORSHIP

## SILVER LEVEL / \$5,000

### Recognition and benefits:

- Recognized as Silver Sponsor in pre-event news releases distributed to media organizations and reporters in the metro Atlanta area
- Recognized as Silver Sponsor in pre-event emails distributed to more than 3,000 metro Atlanta business and community leaders
- Recognized as Silver Sponsor on event page of Atlanta Press Club website
- Ten (10) tickets to Hall of Fame event with premiere seating (if applicable)
- Two (2) tickets to VIP reception (if applicable) OR luxury commemorative gift items
- Half-page ad in event program (print or digital, where applicable)
- Logo featured in Hall of Fame event program (print or digital, where applicable)
- Logo featured onscreen before and during Hall of Fame event (in-person or virtual, where applicable)
- Recognition by master of ceremonies (in-person or virtual, where applicable)

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# HALL OF FAME SPONSORSHIP

## BRONZE LEVEL / \$2,500

### Recognition and benefits:

- Recognized as Bronze Sponsor in pre-event news releases distributed to media organizations and reporters in the metro Atlanta area
- Recognized as Bronze Sponsor in pre-event emails distributed to more than 3,000 metro Atlanta business and community leaders
- Recognized as Bronze Sponsor on event page of Atlanta Press Club website
- Ten (10) tickets to Hall of Fame event with premiere seating (if applicable)
- Two (2) tickets to VIP reception (if applicable) OR luxury commemorative gift items
- Logo featured in Hall of Fame event program (print of digital, where applicable)
- Logo featured onscreen before and during Hall of Fame event (in-person or virtual, where applicable)
- Recognition by master of ceremonies (in-person or virtual, where applicable)

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# HOST COMMITTEE OPPORTUNITY

## THE ULTIMATE INDIVIDUAL SPONSORSHIP

### HALL OF FAME HOST COMMITTEE SPONSOR // \$10,000

*(Other individual giving levels are also available.)*

#### Recognition and benefits:

- Two (2) Meet-and-greet passes to meet with honoree(s) before VIP reception with photo opportunity (if applicable)
- Four (4) tickets to VIP reception (if applicable) OR luxury commemorative items
- Ten (4) premiere seats at Hall of Fame event (if applicable)
- Full-page ad in Hall of Fame event program (print or digital, where applicable)
- Recognition at beginning of event (in-person or virtual, where applicable)
- Recognized as Host in pre-event news releases distributed to media organizations and reporters in the metro Atlanta area
- Recognized as Host in pre-event emails distributed to more than 3,000 metro Atlanta business and community leaders
- Recognized as Host on event page of Atlanta Press Club website
- Holiday gift basket from local artisans (up to \$500 value)

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#### THE ATLANTA PRESS CLUB // ONLINE

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