THE MSI
CONNECT©
Connecting the Network of MSI Graduates & Media Professionals

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The Media Sales Institute (MSI) program was developed in 1999 by Personal Selling Principles, LLC (PSP) in Beltsville, MD and launched at Howard University, Washington, DC in 2000. The curriculum was designed for recent college graduates who were passionately interested in pursuing a career in media sales. Since its inception, the MSI has expanded to four other institutions of higher learning.

In 2016, The National Association of Black Owned Broadcasters Telecommunications Education and Management Foundation **(NABOB)** partnered with PSP to launch the *first* MSI open to **Military Personnel** (Post 9/11), **Career Changers** and **Recent College Graduates.** For more information visit the **www.themsi.net.**

The NABOB Media Sales Institute (MSI) at the Atlanta University Center (AUC) partners with: Clark Atlanta University, Morehouse College and Spelman College. The curriculum for this 10-day program is designed to provide talented individuals (of diverse backgrounds) an entree into media sales with career placement in local and national media companies.

The MSI Connect ©...Will Highlight

*** Career Spotlight * NABOB Highlights * Media Learning Series * Moments in Media * Career Connections * 2017 NABOB Fall Conference ***

"Career Spotlight"

JONAS LAWSON
CONGRATULATIONS!

Jonas Lawson, an Account Executive, was one of the youngest attending ***Comcast Spotlight's President's Club*** this year for exceeding his 2016 budget.

"When I arrived at Comcast in the summer of 2013, I was given two pieces of advice as the foundation for my career. The first came from my dear colleague, Shawna Gant, who told me to: "Work eight hours, every day". The second piece came from my mentor Jeffrey Myers. Jeffrey asked me, "How do you eat an elephant"? The answer was piece by piece. Every day I walk through the doors of Comcast Spotlight and treat it as if it's game seven of the NBA Finals. Every day I feel like I am the best account executive in the market and I have had to mature quickly"

******Share your success with us. Send email to Eain_m@NABOB.org******

"NABOB Highlights"

- NABOB Opposes Lifting Ownership Caps
- NABOB Supports Radio & Newspaper Cross Ownership
- NABOB Announcement of 2nd Annual MSI at the AUC

Media "Learning" Series

Beginning in July, the NABOB Foundation will sponsor a *free* **"Webinar Learning Series"**, developed by Personal Selling Principles, LLC, for its member stations and MSI graduates

Monthly topics will rotate between: Programming, Leadership/Management and Sales and Marketing

Each series will be facilitated by a subject matter expert in media

Contact knickens@nabob.og at NABOB to register for the first series starting in July

"Moments In Media"...

RADIO

Reflecting on the U.S. radio listening trends of the 1st Quarter

A quarter of the year is now complete for radio measurement in larger U.S. markets- and Nielsen's March portable people meter (PPM) ratings present the opportunity to take stock of the changes...

[Read More]

TELEVISION

8 Real Threats to Traditional TV

[When Hallmark Channel makes its annual pitch to advertisers Wednesday at New York's Rainbow Room, the network plans to...]

For years, people have been talking about the demise of traditional television, and now, it is finally here. It is getting unbundled and attacked from so many different directions that there is no way that it can be around as is for much longer.

[Read More]

CABLE

[TV Networks See an Opportunity in Google Ad Backlash...]

When Hallmark Channel makes its annual pitch to advertisers Wednesday at New York's Rainbow Room, the network plans to....

[Read More]

DIGITAL

8 Digital Marketing Stats That Caught Our Eye

There's been a ton of research out this month around social media marketing and mobile topics. Check out the eight digital marketing stats this week that grabbed our attention.

[Read More]

PRINT

New administration brings new laws and challenges

The arrival of the 45th president, Donald J. Trump, and the 115th Congress brings the potential of many legal changes for community newspapers. Here are just a few.

[Read More]

"Career Connections"

COMCAST SPOTLIGHT

Comcast Spotlight: Associate Account Executive
(Atlanta, GA, Knoxville and Chattanooga, TN)
[Click to Apply]
or
Contact: [shari_jones@cable.comcast.com]

HEARST television

Hearst TV: Client Services Specialists (West Palm Beach, FL)
Contact: [rrothstein@hearst.com]

"2017 NABOB Fall Management Conference"

Who's Coming to the Conference?

DeDe In The Morning ...K-104, Dallas, Texas

GO TO...DeDe's Page

Stay Tuned for June's Edition of The MSI Connect ©