



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

"Career Spotlight"



CONGRATULATIONS!

Taylor Roby-James was recruited from **The MSI in 2010** by TEGNA (formally known as Gannett Media Company). Since joining TEGNA, Taylor has worked in sales and marketing including USA Today, KARE 11 Local Television in Minneapolis and The Networks of 11Alive in Atlanta and TEGNA's digital properties.

This year, **Taylor joined The Weather Channel as a Sr. Strategic Insights Analyst**. In this role, she is responsible for designing an audience and marketplace analysis for The Weather Channel television network and Local Now which supports Marketing, Ad Sales and Business Strategy.

"Every day I'm challenged to break through limitations and exceed expectations. My experience in the media marketing and digital strategy sector has afforded me the opportunity to expand my knowledge on new media platforms and products in the ever-changing digital space. I have the ability to compile raw data gathered by specific methodology and transform it into conceptual strategy that is not only measurable but also executable. I enjoy marketing and insights because they require a unique blend of science and storytelling. My ultimate goal is to continually create the unimagined through out of the box thinking."

[Share your success with us. Send email to Eain_m@NABOB.org](mailto:Eain_m@NABOB.org)

"NABOB Highlights"



- [NABOB Commends the Introduction of the Minority Tax Certificate Legislation](#)
- [NABOB Supports the FCC's Open Window for AM Stations](#)
- [NABOB Announcement of 2nd Annual MSI at the AUC](#)

"2017 NABOB Fall Management Conference"

Who's Coming to the Conference?

**April Ryan, White House Correspondent
for the American Urban Radio Networks**



2017 NABJ Journalist of the Year

[For more info go to AURN.COM](http://AURN.COM)

Also coming....

DeDe K104



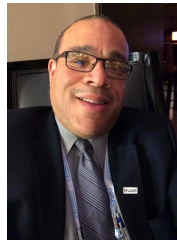
Media "Learning" Series

On July 11, 2017 at 2PM (EST) - *Skip Dillard*, Operations Manager for WBLS, WHQT & WLIB radio stations in NYC will host our inaugural "Webinar Learning Series"

Webinar Series Subject
Programming

Title

Leadership: What is it like in Your station?



Our August Learning Series subject will be **Sales & Marketing**

Contact knickens@nabob.org to register by July 10, 2017. This series is free for NABOB member stations and MSI graduates.

"Moments In Media"

RADIO

*The featured story below was provided by
The Radio Advertising Bureau (RAB)*

**Radio Drives Return on AD Spend and
Moves the Needle For Telco Advertising**

Advertisers have long believed in the power of radio advertising, but many struggle to draw direct correlations between their investment and campaign

performance metrics..



[Read More](#)

Television



[Television 2020: Top Predictions on Technology Trends](#)

TV viewing has expanded to 5.8 hours per day in the last decade, with the hours divided between the dozens of screens. IPTV market to touch \$80 billion in 2020, Europe and Asia pacific emerge as the burgeoning IPTV markets.

[Read More](#)



CABLE

[Buyers Mistake Their Media Habits For Consumers' Habits](#)

Media agency executives and marketers underestimate how much time Americans spend watching TV because their own media habits are different. A new study by Video Advertising Bureau shows...

[Read More](#)

DIGITAL

[Chase Had Ad on 400,000 Sites.
Then Just 5,000. Same Result](#)

Advertisements for JPMorgan

was appearing on about 400,000 websites a month. It is the sort of eye-popping number that has become the norm these days...

[Read More](#)



PRINT

Chevrolet and NNPA offer Journalism Fellowship to HBCU Fellows

Chevrolet provides college students from Historically Black Colleges and Universities (HBCU) the opportunity to change the narrative of media reporting in the African American community

[Read More](#)

"Career Connections"



Davis Broadcasting Inc. of Columbus: Account Manager
(Urban Cluster Columbus, Georgia)
[Job Posting](#)

Contact: averdejo@dbicolumbus.com

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



CBS

COMCAST
SPOTLIGHT

nielsen



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