



# NABOB

National Association of  
Black Owned Broadcasters

Friday, June 23, 2017

## NABOB MEETS WITH P&G IN CINCINNATI TO DISCUSS MEDIA CAMPAIGN



Representatives of NABOB and the National Newspaper Publishers Association (NNPA) were invited to Cincinnati last week to meet with a marketing team at P&G to discuss a major new initiative being developed by P&G. P&G has not announced the initiative publicly. They asked NABOB to help with the development of the message for the campaign which will address issues of particular concern to the African American community, but which affect all Americans.

The meeting, which was set up by Sherman Kizart of Kizart Media Partners, concluded with a commitment from P&G to continue the dialogue with NABOB and NNPA, with the goal of developing a campaign that will help move the discussion of these important issues.

Attendees of the meeting with P&G included:

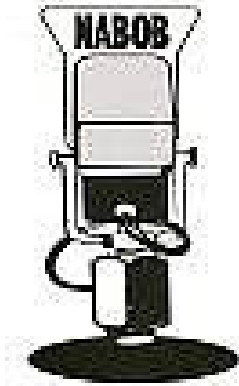
- Jim Winston, President, NABOB
- Dr. Benjamin Chavis, President, NNPA
- Melody Spann-Cooper, CEO/Midway Broadcasting

- Howard Robertson, CEO/Spotset Networks
- Sherman Kizart, Managing Director/ Kizart Media Partners
- Maxwell Agha, CEO/ ICN-TV Network
- Michelle Agha, President- ICN-TV Network

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## SAVE THE DATE!

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The NABOB 41st Annual Fall Broadcast Conference and 17th Power of Urban Radio Forum will be held **October 11-12, 2017**, again at the **Washington Marriott Georgetown Hotel**.

As always, we will have speakers and panelists addressing the issues most important to broadcasters today

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### CONTACT:

NABOB is here to serve you. Please don't hesitate to contact us.

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President

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