



# NABOB

National Association of  
Black Owned Broadcasters

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Friday, July 7, 2017

## DIGITAL OPPORTUNITIES FOR NABOB MEMBERS WITH HUDDLED MASSES

Dear NABOB Member,

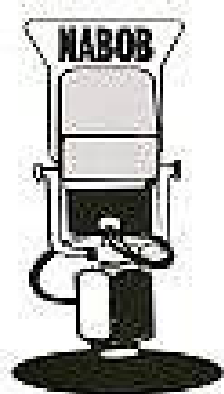
As you know, recently NABOB met with Procter & Gamble in Cincinnati to discuss a campaign that P&G is launching that will be of importance to the African American community. I am pleased to report that Hearts & Science, the media agency for P&G and AT&T, recently met with African American owned digital companies to discuss how their upcoming campaigns can work in the digital area.

One of the companies participating in the Hearts & Science meeting was Huddled Masses. NABOB was introduced to Huddled Masses by Sherman Kizart, Managing Director of Kizart Media Partners. You will be receiving correspondence from Huddled Masses about the "Terra Firma Project" and how it can work with NABOB member stations to expand your digital presence. Please review their information. We believe the potential exists for a great business relationship between NABOB and Huddled Masses.

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**PLEASE 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.

**James L. Winston**

President

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