



FOR IMMEDIATE RELEASE

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**TWENTY-FOUR STUDENTS GRADUATE FROM MEDIA SALES INSTITUTE AT FLORIDA A&M WASHINGTON, DC** - The first NAB Education Foundation (NABEF) and National Association of Black-Owned Broadcasters (NABOB) Media Sales Institute at Florida A&M University, saw 24 candidates successfully graduate upon completing the program in May. The ten-day program is designed to prepare graduating college seniors for a career in media sales. Personal Selling Principles (PSP) served as the developer/facilitator.

The candidates, who are women and people of color, hailed from six colleges and universities. Broadcasters and representatives from other media companies sat in on the final two days of the program, to view mock sales presentations given by the candidates and conduct interviews. As a result, each of the 24 participants is in negotiations for entry-level job opportunities with these companies.

"We are proud to be a sponsor of the MSI program at Florida A&M. The commitment of the Dean and faculty, combined with Personal Selling Principles' efforts have prepared these college graduates for successful careers in media sales," says Marcellus Alexander, president, NABEF. "I'm pleased to extend the legacy of Ernie Fears."

The NABEF/NABOB Media Sales Institute at Florida A&M is modeled on the NABEF/Howard Media Sales Institute which was the joint vision of the late Professor Ernie Fears, Jr. at Howard University and Jeffery P. Myers, principal of Personal Selling Principles (PSP).

"PSP and FAMU did an excellent job of conducting the MSI. I received enthusiast comments about the candidates and the program from the recruiters, which made it clear that NABOB and NABEF have done a service to the candidates and to the industry by co-sponsoring the MSI. I am certain that many of the graduates will become our broadcast station owners and managers of tomorrow," says James Winston, Executive Director, NABOB.

"The expansion and success of the Media Sales Institute (MSI) at Florida A & M University is total affirmation of a win-win-win. The sponsors win by providing a diversity vehicle that addresses an industry challenge. The industry wins by recruiting pre-qualified candidates with a specific interest in media sales. The university wins by providing a vehicle for graduating seniors starting their careers in media sales. PSP is confident, that as the MSI continues to expand nationally, it will continue to create professionals for today and tomorrow," says Jeffery Myers, Principal, Personal Selling Principles (PSP).

The NABEF/Howard University MSI is being held June 4-15, 2006. The MSI program was created in 2001 for the express purpose of increasing the number of women and people of color in media sales. The Howard University Media Sales Institute accepts roughly 30 top students from around the country. For more information about the Media Sales Institutes, visit [www.nabef.org](http://www.nabef.org) .

#### About NABEF

The NAB Education Foundation is a non-profit organization dedicated to serving the public interest in supporting and advocating: education and training programs, strategies to increase diversity, initiatives stressing the importance of the First Amendment, community service, philanthropy and other timely broadcasting issues.

#### About NAB

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at [www.nab.org](http://www.nab.org) .

#### About NABOB

NABOB is the only trade organization representing the interests of African-American owners of radio and television stations across the country. The association was organized in 1976 by a small group of African-American broadcasters who desired to establish a voice and a viable presence in the industry and to address specific concerns facing African-American broadcasters. The NABOB Foundation was created to help prepare the next generation of broadcast station owners and managers. Information about NABOB can be found at [www.nabob.org](http://www.nabob.org) .

#### About PSP

Personal Selling Principles (PSP), is a revenue and organizational development company based in Maryland, developed the first Media Sales Institute at Howard University, and was retained to implement the program at Florida A&M. Information about PSP can be found at [www.pspconsulting.net](http://www.pspconsulting.net) .