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**FLORIDA A&M UNIVERSITY MEDIA SALES INSTITUTE
CELEBRATES ITS FOURTH CONSECUTIVE YEAR**

WASHINGTON, DC - The National Association of Broadcasters Education Foundation (NABEF), the National Association of Black Owned Broadcasters (NABOB) and Personal Selling Principles (PSP) announced today that they will renew the Media Sales Institute at Florida A&M University for an additional year. The program will be held May 12-21, 2009. Funding for the initiative will be provided by NABEF and NABOB.

The NABEF/NABOB Media Sales Institute at Florida A&M University is an intense ten-day training program for college seniors who are interested in careers in media sales. The program was a joint vision of the late Professor Ernie Fears, Sr. at Howard University and Jeffrey P. Myers, principal of PSP. The master lecture held at Florida A&M is named after Ernie Fears, Sr.

"For three years, the NAB Education Foundation has helped talented students of diverse backgrounds jump-start their careers in media sales," said NAB President and CEO David K. Rehr. "We are proud to support a program that has continuously provided students with valuable instruction on the key elements of the media sales industry."

"The Media Sales Institute has grown into a very effective program that is producing graduates who are ready and able to perform at a very high level the day they walk into their first media sales jobs. The NABOB Foundation is proud to be a sponsor of this valuable program, which is good for the graduates and good for the broadcast industry. I am confident that many of the future leaders and station owners in our industry will come from the MSI," said James Winston, Executive Director of NABOB.

"Together with NABEF and NABOB we are proud to continuously address the needs of broadcast sales departments by properly preparing future sellers to the ever changing world of media sales," said Jeffrey Myers, principal of PSP. "Each year the Media Sales Institute curriculum is enhanced, addressing the ever evolving media sales process. I am very proud to be part of such a dynamic and rewarding program for the media industry."

Dean Hawkins of the Florida A&M University School of Journalism & Graphic Communication (SJGC) said, "Florida A&M University is so pleased to have the NABEF/NABOB Media Sales Institute on its campus for another year. In its first three years, the program has produced some outstanding graduates with the potential to do well in the rewarding field of media sales. The University remains committed to fulfilling its responsibilities to ensure a successful program in 2009."

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 timely broadcasting issues.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at <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 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.

About PSP

PSP, a personnel and organizational development company based in Maryland, developed the first Media Sales Institute at Howard University, and has implemented the program for the past three years at Florida A & M University. Information about PSP can be found at <http://www.pspconsulting.net/>.

About the FAMU School of Journalism and Graphic Communication (SJGC)

SJGC is dedicated to preparing its students to assume meaningful positions in journalism, public relations, graphic communication, photography, printing and other meaningful positions in journalism, public relations, graphic communication, photography, printing and other communication-related fields. SJGC is comprised of the Division of Journalism and the Division of Graphic Communication. The journalism degree program is the first journalism program at a historically black university in America to be accredited by the Accrediting Council on education in Journalism and Mass Communications. The Division of Graphic Communication offers the only baccalaureate degree in graphic communication in the state of Florida.

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