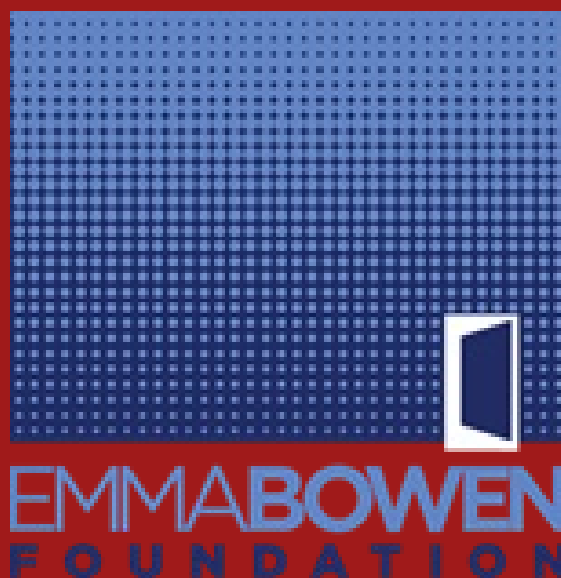




April 2020 Edition

"The MSI...Celebrating 20 Years In 2020"

"Industry Spotlight"



NABOB Salutes Its 5 Year Partnership with The Emma Bowen Foundation

The National Association of Black Owned Broadcasters Telecommunication Education Management Foundation (NABOB) wants to "Thank" the **Emma Bowen Foundation** for its continuous support in identifying "quality" applicants for the Media Sales Institute at the Atlanta University Center (AUC).

Since the launch of the MSI at the AUC in 2016, the **Emma Bowen Foundation** has provided "strategic and targeted" marketing/advertising (year-round) to a key MSI constituency ... **recent college grads**. Their support significantly contributed to the 94% success rate of candidates receiving at least one offer (and as many as eight) to start their media sales or operations careers.

Jim Winston, President of NABOB states "Our conversation on partnering with

Emma Bowen began in 2015; and we stand here 5 years later seeing a great idea bear fruit."

Everette Harrison, Manager, Strategy & Analytics for the Emma Bowen Foundation states " We're excited to partner with NABOB over the past 5 years. Our partnership will help continue to expose more Emma Bowen Fellows to the Media Sales industry".

Jim Winston, went on to say "our partnership will continue to provide even more people of color the opportunity to enter the media sales industry."

Again, Thanks to the **Emma Bowen Foundation!!!**

KEEP MOVING FORWARD!!!

*****Share your success with us. Send email to Eain_m@NABOB.org*****

"Media Learning Series"



**Tuesday, May 10, 2020
2:00 PM (EST)**

Topic:

**"2020 Digital Marketing Tools & Trends:
Content Marketing Social Media"**



Register Here



"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

The 2020 institute is being rescheduled for later this year...

Dates: TBD

More Information, visit TheMSI.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Vital Help In Times of Need](#)

There is no doubt that we are all experiencing a difficult and stressful time. Natural

disasters and current events have everyone unsettled. Staying up to date on local news is important - whether you are impacted by the events or not.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



Throughout The Coronavirus Crisis, TV Stations Are Informing, Inspiring

The extraordinary work done by local TV stations, using any means necessary, to cover all sides of the coronavirus pandemic, has not gone unnoticed by those in the industry.

[Read More](#)

CABLE & VIDEO



Pandemic Reveals NextGen TV's Opportunity

The COVID-19 pandemic has proven, once again and in a big way, the value of local TV news. Ratings are up, trust is up. Audience engagement is through the roof, as TV personalities literally welcome audiences into their homes. Even their cats are becoming stars.

[Read More](#)

DIGITAL

**Featured story provided by the
Black Press USA**

Save Black Lives from COVID-19

"We are the number one target for this

disease. We have pre-existing conditions, and yet we're told to go home when we visit the emergency room.

[Read More](#)



blackpressUSA
The Voice of the Black Community



PRINT

Featured story
provided by the
NNPA

Comcast Launches Xfinity Education Destination for K-12

"Xfinity is making thousands of hours of educational programming and resources available to our customers through Xfinity on Demand as we know..."

[Read More](#)

"MSI Career Connections"

Look for upcoming **AD Sales Department** positions from national and local media companies for the 2020 MSI.

MSI RECRUITING COMPANIES

FOX

nielsen
.....

Spectrum
REACH

VIACOMCBS

TEGNA

**RADIO
ONE**
THE URBAN MEDIA SPECIALIST

 **ENTERCOM**

NABOB Members and MSI Sponsors are eligible to advertise open "Ad Sales" positions monthly.

Stay Tuned For May Edition of...

The MSI Connect ©

Because of the Coronavirus (COVID-19)...

We pray... "Mercy" for the sick, "Strength" for our doctors, "Insight" for our researchers, and "Wisdom" from our leaders.



STAY CONNECTED

