



THE MSI

CONNECT

Connecting the Network of MSI Graduates & Media Professionals



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February 2020 Edition

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

"Industry Spotlight"



Darnell Samples
"Congratulations"

The National Association of Black Owned Broadcasters Telecommunication Education & Management Foundation (NABOB) has just announced the appointment of Mr. **Darnell Samples** as its 'Social Media Director' for 2020. He will lead NABOB's team of 5 social media experts, who volunteer their time to the foundation.

Currently **Darnell** is the "Brand Manager" for The Brand Lab, LLC (in Atlanta) which is a collaborative workforce of Subject Matter Experts in Marketing.

A graduate of The College of Coastal Georgia (2012), in 2016 **Darnell** made a "conscious" decision to change his career path after five years in telecommunications with T-Mobile and Verizon. He applied and was accepted into the NABOB Media Sales Institute (MSI); and after graduating, **Darnell** entered "media sales" as an Account Executive with Comcast Spotlight in Atlanta. When at Comcast, **Darnell** was a Top 10% performer and was awarded the "Budget Buster Award" and highlighted in the "Comcast Business Letter" in 2018. Building on that success is when **Darnell** joined The Brand Lab.

Jim Winston, President of NABOB Foundation states "because of **Darnell's** skillset... it

makes him the perfect leader for NABOB's digital initiatives and alliances, at this time."

Congratulations **Darnell!!!**

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



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

Topic:

**"What Are Some "Natural Brand Extensions" and Their
Impact on Audience & Revenue"**



Hosted by Skip Dillard

VP/Programming for Emmis Stations WBLS/WLIB, NYC

Register Here



"Celebrating 20 Years..."

In 2020!!!



June 1-11, 2020

**Recruitment Dates:
June 9-10, 2020**

More Information, visit themsi.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Radio is Back in the Home](#)

"What's today's weather forecast?" Did you know that is one of the top requests on smart speakers by their owners? Personally, that's a question I ask my smart speaker daily. In fact, I often find myself wanting to ask that question out loud – even when I am away from home.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



TVB Survey: Local TV Tops When It Comes To Trust

TVB released the results of its 2020 American Conversation Study in partnership with Engagement Labs earlier this week, and the results make a strong case for the power of TV—especially local broadcast TV.

[Read More](#)

CABLE & VIDEO



ViacomCBS to launch new streaming service blending CBS All Access with Paramount films, Viacom channels

Newly combined ViacomCBS is working on combining media assets for a new streaming service that will build on CBS All Access, according to people familiar with the matter. While ViacomCBS executives haven't made any firm decisions, they are considering creating a service with advertisements that will combine CBS All Access with Viacom assets.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

“Recovering Untold Stories”: Civil Rights Veteran Revisits School Victory

Bennie and Plummie Richburg Parson, along with Harry and Eliza Briggs, parents of five schoolchildren, were the first signers of the 1949 petition for “equal educational opportunities and facilities.



[Read More](#)



PRINT

Featured story
provided by the
NNPA

OP-ED: Black Life Journeys Matter

The NNPA began a unique and important partnership with Compassion & Choices to acquire a more in-depth awareness and knowledge about how Black Americans...

[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

COMCAST
SPOTLIGHT®

nielsen
.....

Spectrum▶
REACH

TEGNA

CBS

**RADIO
ONE**
THE URBAN MEDIA SPECIALIST

SINCLAIR
BROADCAST GROUP

 **ENTERCOM**

11
ALIVE
A **TEGNA** Company

GCI
GLORY COMMUNICATIONS, INC.

HEARST
television

Davis Broadcasting Inc.
30th Anniversary

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

Stay Tuned For March Edition of...
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STAY CONNECTED

