



THE MSI

CONNECT[©]

Connecting the Network of MSI Graduates & Media Professionals



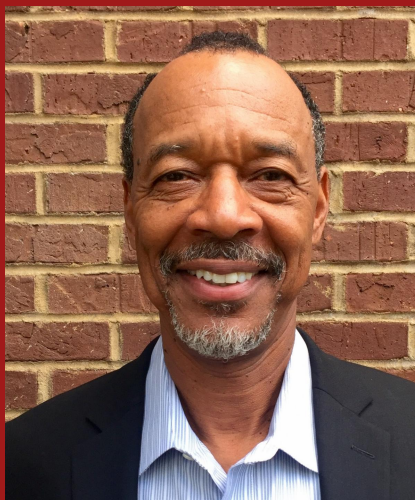
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January 2021 Edition

"The MSI Celebrating Over 20 Years"

"Industry Spotlight"



Larry Wright
"An Industry Teacher"

Larry Wright is a Media Sales veteran with over 28 years of experience in radio and sales management. His knowledge and wisdom have left a lasting impression on everyone that has worked under his tutelage; or has been counseled (by him) in their advertising strategies. His dedication and commitment to the "next generation" of leaders in the media industry, is a testament to his leadership style.

Larry started his media sales career with WHBX-FM in Tallahassee, Florida as an account executive. Within a year and a half **Larry** was promoted to General Sales Manager. Shortly thereafter Cumulus Media was formed and purchased WHBX-FM and four other stations in the Tallahassee market. **Larry** went on to become Director of National and Regional Sales and later the Director of Sales for the five-station cluster. He was also the General Manager of the ESPN affiliate in Tallahassee. **Larry's** experience has also been shared at IHeart Media in Tampa Florida and Opus Broadcasting in Tallahassee, Florida. **Larry** currently works with Lamar Advertising in Tallahassee; and is President of the **Larry Wright Agency** with offices in Jacksonville and Tallahassee, FL.

Larry has been passionate throughout his career and believes his greatest gratification comes from two sources: Working to grow his staff(s) as people; and the development of

sincere relationships with his clients.

"I have co-facilitated several Media Sales Institutes with **Larry** and can attest to his in-depth media knowledge, unique instructional style and excellent people skills to those, he has had the opportunity to impart his wisdom upon" states The Media Sales Institute (MSI) Program Manager, **Dana Myers**. "He not only can talk the talk...he walks the walk, which makes him a genuine good person, as well."

Larry continues to live today by his mission statement that he shared throughout the MSI... "Just Be Good People" and remember... "Success Is To Do What You Have Promised To Do."

The MSI "Salutes" you on an outstanding career in the media industry.

KEEP MOVING FORWARD!!!

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

"2021 NABOB Media Learning Series"

Complimentary Registration



**Tuesday, February 9, 2020
2:00 PM (EST)**

Topic:

**"What *Digital Strategy & Tools:*
Can You Capitalize On In 2021?"**



Hosted by

[Register Now!](#)

"MSI Career Connections"

Featured story provided by the
Media Staffing Network

[Lessons Learned from 2020](#)

It's a new year! We are all hopeful for a return to our new normal. At Media Staffing Network, we are feeling confident that media hiring will increase in 2021 creating new opportunities in many categories. Companies that needed to downsize are slowly ramping up and revisiting various positions to fill. There will be new positions created and new sets of working rules.



[Read More](#)

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

"FOX Corporation is HIRING"

AD Sales openings in New York, New York. Please go to the below links for more information on a career with FOX Corporate:



[Director, Sales Effectiveness](#)

[Senior Analyst, Programmatic Yield](#)

"Sinclair Broadcast Group is HIRING"

Sales openings all over the country. Please go to:

https://edyy.fa.us2.oraclecloud.com/hcm/UI/CandidateExperience/en/sites/CX_2002 and look for a sales opening in your area! They would love to hear from you.



During COVID-19, you can find **AD Sales & Operations Department** opportunities at the following MSI recruiters websites, under "Employment".

MSI RECRUITING COMPANIES



"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Making the Cash Register Ring: It's All in the Message](#)

In the past, we've written about the merits of digital vs. traditional radio advertising tactics and how they can complement each other to accelerate revenues. But let's be honest: it really doesn't matter how the message gets into the marketplace. What matters is that the target consumer – the people with the power to make the cash register ring – will hear or see the message and act.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[Tegna And NBC Renew Affiliation Agreement](#)

Tegna Inc. and NBC today announced a comprehensive, multiyear deal that renews station affiliation agreements for 20 Tegna markets nationwide, including 10 of the top 25 markets for NBC. The 20 markets renewed cover 17% of the U.S. audience and nearly 21 million households. Tegna is the largest independent owner of NBC affiliates.

[Read More](#)

[CABLE & OTT VIDEO](#)



[SKIERS, SNOWBOARDERS WATCH TV SPORTS](#)

NBCUniversal expanded its available digital inventory, addressable products and advanced targeting by scaling NBC Spot On across One Platform, providing local marketers with what it calls “unparalleled reach, premium content and audience targeting capabilities.”

[Read More](#)

[DIGITAL](#)

Featured story provided by the
Black Press USA

[Lessons from 2020... In Your Own Words](#)

CHICAGO DEFENDER - “This year has shown me that I am nothing without faith. I enjoyed many highs during 2020, and yet I can also bear witness to some valley lows...” - Lisa, Chicago

[Read More](#)



blackpressUSA
The Voice of the Black Community

[PRINT](#)

Featured story provided by the
NNPA

[Louisville \(Finally\) Terminates](#)



[Cops Involved in the Death of Breonna Taylor](#)

Breonna Taylor, a Black woman, was in bed sleeping next to her boyfriend when the officers attempted to serve a no-knock search warrant. Officers falsely associated Taylor with a former boyfriend's alleged drug activities because they claimed that the man used Taylor's address, making the house fair game for a police raid.

[Read More](#)



"Celebrating Over 20 Years..."

The 2021 NABOB MSI at the AUC...



Due To COVID-19...

The 2021 institute is scheduled for Summer/Fall 2021...

Applications will open Second Quarter of 2021

More Information, visit TheMSI.net

THANK YOU TO OUR SPONSORS!!!

MEDIA SALES INSTITUTE



Stay Tuned For February's Edition Of...

The MSI Connect ©

