



THE MSI
CONNECT®
Connecting the Network of MSI Graduates & Media Professionals



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July 2020 Edition

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

"Industry Spotlight"



Michelle Duke
"Congratulations"

Named NAB Chief Diversity Officer

The National Association of Black Owned Broadcasters Telecommunication Education and Management Foundation (NABOB) and Personal Selling Principles, LLC (PSP) wants to "CONGRATULATE" **Michelle Duke** on her recent promotion to "Chief Diversity Officer" at the National Association of Broadcasters (NAB). **Michelle's** promotion was effective July 1st, of this month.

Michelle Duke has over 25 years of experience in the media industry working as a journalist, a trade association and non-profit executive. She received her Bachelor of

Science in journalism from Middle Tennessee State University. **Michelle** started her career, as a reporter for the Nashville Banner and later moved to the Newspaper Association of America, where she was director of leadership programs. She joined NAB as the director of Diversity and Development in 2005 and was promoted to vice president of Diversity in 2009.

Michelle became vice president of the NAB Education Foundation (renamed NABLF in 2019) in 2010 and was elevated to president in 2019, overseeing the Foundation's day-to-day operations, as well as developing and managing industry programs in diversity and leadership. When **Michelle** was Vice President of Diversity and Development at the NABEF, she was responsible for setting the strategic direction of NABEF's diversity agenda.

Jim Winston, President of NABOB states " From working with **Michelle** over the past 15 years, the broadcast industry has been a benefactor of her continuous commitment to diversity and inclusion."

Michelle has been listed in Radio Ink Magazine's "Most Influential Women in Radio" for the past seven years. She has served on the national board of the Alliance for Women in Media Foundation, as the board chair of the Washington Literacy Center and as a board director and volunteer for numerous organizations.

Jeffrey P. Myers, Developer of The Media Sales Institute Program (MSI)© states "I met **Michelle** when our company presented The (MSI) program to NAB in 2005. From that day since, I have witnessed her championing causes of the under-represented; and her promotion by NAB is a BIG win for them."

Both **NABOB** and **The Media Sales Institute (MSI)©** want to say "Thank You" and "Congratulations" on a stellar career in the broadcast and media industries.

KEEP MOVING FORWARD!!!

[***Share your success with us. Send email to Eain_m@NABOB.org***](mailto:Eain_m@NABOB.org)

"Media Learning Series"



**Tuesday, August 11, 2020
2:00 PM (EST)**

Topic:

**"The 2020 Social Media Tools...
You Should Focus On Monetizing"**



**Hosted by
Ashley Smith**

CEO at Dimensions Media Agency

Register Here



"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

The 2020 institute is being rescheduled for January/February 2021...

Applications will open (again) October 1, 2020

More Information, visit TheMSI.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



Radio Ad Categories Web Increases During COVID-19

It may be hard to imagine, but it was just a few years ago that headlines focused on how a particular generation was changing and impacting everything - from the workplace, to food and shopping. It is without question that 2020 will be marked as a year that impacted how and where all consumers shop.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



Pandemic Politics Hit TV Airwaves

Campaigns and super PACs continue to direct more resources to local broadcast TV to reach voters at home. That's according to TVB, which says many campaigns are focusing their messaging on how elected officials have handled the pandemic.

[Read More](#)

CABLE & VIDEO



Advertisers Expect to Spend 12% Less in 3Q

Though advertisers are becoming more optimistic, they expect to spend 12% less in the third quarter and 7.5% less in the fourth quarter, according to the latest in a series of studies by Advertiser Perceptions.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

[TRU Conversations - A Blueprint to Be a Catalyst for Change by Promoting Truth, Understanding and Unity](#)

Since 2017, TRU Colors has been bringing people from across racial and economic divides together by hosting in-person events where people from different backgrounds meet-up and talk to each other over a beer

[Read More](#)



blackpressUSA
The Voice of the Black Community



PRINT

Featured story
provided by the
NNPA

[Thousands View NNPA's First Virtual Convention](#)

The first virtual convention in the 80-year history of the National Newspaper Publishers Association (NNPA) earned a thumbs-up from partners and sponsors. The successful event's website, virtualnnpa2020.com, generated more than 55,000 pageviews...

[Read More](#)

"MSI Career Connections"



Davis Broadcasting, Inc.
Columbus, Georgia

[Account Manager](#)
(click here)

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

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

MSI RECRUITING COMPANIES



Stay Tuned For The August 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

