



THE MSI

CONNECT

Connecting the Network of MSI Graduates & Media Professionals



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June 2020 Edition

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

"Industry Spotlight"



Bruce Feniger
"Congratulations"

Bruce Feniger is a second generation, 38 year Media Sales veteran who has experienced everything the broadcast industry has to offer.

Bruce started in Sales at WFTQ-AM radio in Worcester, Ma., ending up in the greatest city in the world as... President of The Unwired Network Department which included Sales & Marketing/New Business Development/ for Interep Radio in NYC.

Bruce has built and managed crucial high level agency, station and client contacts for radio/media companies; where his teams (at the Rep Firm) generated over a \$100M for Radio and digital companies, such as: SBS, Entercom, CBS Radio, ABC Radio, Cumulus, Radio One , Beasley, Susquehanna, and Inner City Broadcasting.

Bruce is a master trainer of sales and marketing around the world for the broadcast and media industries. He is currently VP/General Manager for Pamal Broadcasting in New York.

Bruce attended Indiana University where he obtained a Bachelor of Arts with a Double Major in Broadcast Management and Business Management and a Minor in Law. He has completed additional study in Advanced Business Practices from Harvard Business School; and U of Penn's - Wharton School of Business in Advance Business for Entrepreneurs.

Jeffrey P. Myers, Developer of The Media Sales Institute Program (MSI)© states "**Bruce** is a Media Futurist. As an annual presenter at the MSI, Bruce has always taught that a seller cannot build the future on today's successes; it requires a pragmatic embrace of non-traditional methods". Also stressing to... "One must embrace technologies, so they can be in the front of the pack in developing revenue, for years to come".

Both **NABOB** and **The Media Sales Institute (MSI)©** want to say "Thank You" for presenting, coaching and recruiting MSI graduates. Congratulations on a "stellar" career in broadcasting; and your continued "contributions" to the media industry, as a whole.

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



Tuesday, July 14, 2020
2:00 PM (EST)

Topic:

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



Hosted by Namon Jones
VP of Sales - Twitter, Inc., New York, NY

Register Here



"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

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

Dates: TBA

More Information, visit TheMSI.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Radio Ad Effectiveness Scores Go Sky High with COVID-19 Messages](#)

In a recent study of 168 COVID-19-related Radio ads measured by Advertising Benchmark Index (ABX) since March 4, advertising effectiveness scores were amazingly high. Radio spots featuring thanks to first responders, helpful advice to listeners regarding resisting the virus and conveying a serious tone in their announcements all did well.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[Pai: Court Has Been Impediment to His Broadcast Diversity Efforts](#)

FCC Chairman Ajit Pai says he has been trying to focus on diversity for the last couple of years, but has been hampered by the courts. Pai was asked during his post public meeting press conference Tuesday (June 9) about the link between media ownership and the wider conversation in the country about racial justice, whether the FCC was doing enough to promote media diversity and what more it could do.

[Read More](#)

CABLE & VIDEO



[Broadcast, Cable Viewing Back to Pre-COVID Levels](#)

Viewing of broadcast and cable TV, which spiked as people stayed home to slow the spread of COVID-19, is dropping back to pre-quarantine levels as more states reopen for business, according to new data from VideoAmp.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

[NFL Continues Strong Social Justice Initiative with \\$250 Million Commitment](#)

The National Football League's social justice initiative has continued to inspire change in underserved communities, including a \$250 million commitment to bring awareness, dialogue, and a renewed direction to the conversation of racial and social inequality.

[Read More](#)



PRINT

Featured story
provided by the
NNPA



[Temptations' Otis Williams Talks Music, History, and the Temps' 60th Anniversary](#)

Otis Williams, the founding and only surviving original member of the legendary super-group...

[Read More](#)

"MSI Career Connections"

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

MSI RECRUITING COMPANIES



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

In Memoriam...



Christian Shipp
2018 MSI Class

It is with sadness that we inform you of the passing of **Christian Shipp**, on Sunday,

May 31, 2020 due to an automobile accident. **Christian** was accepted into the 2018 MSI Class at the AUC upon graduating from Morehouse College.

Christian obtained the NABOB MSI, Nielsen TV and Nielsen Audio Certifications and received multiple offers (for employment) from the attending recruiting media companies. **Christian's** engagement, team spirit, temperament, smile and fashion were consistent throughout the institute.

Please keep his parents, family, friends and community in your prayers.

Rest In Peace!!!

Stay Tuned For The July 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

