



THE MSI

# CONNECT<sup>©</sup>

Connecting the Network of MSI Graduates & Media Professionals



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March 2020 Edition

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

### **"Industry Spotlight"**



**Robert Brooks**  
**"Congratulations"**

The National Association of Black Owned Broadcasters Telecommunication Education Management Foundation (NABOB) has just announced the addition of **Mr. Robert Brooks** as a "Social Media Associate" to its "2020 Social Media Team" of experts. He will assist Mr. Darnell Samples who serves as team lead for the foundation's digital enhancements.

**Robert J. Brooks** is a media industry veteran with over 15 years of experience specializing in content and sales development. His experience has provided him the opportunity to serve on projects at: NBC, Echostar, Bad Robot, Rose City Free Pictures, Coca-Cola, News Corp, US Army, Beam Suntory, Dallas Mavericks, Urban One and Live Nation. Currently, **Robert** serves as Digital Solutions Specialist at the legendary station WHUR-FM 96.3 in Washington DC.

**Robert** attended The Ohio State University for undergraduate studies, Brooklyn College CUNY for graduate school, and SUNY Buffalo for post graduate studies.

Jim Winston, President of NABOB Foundation states **"Robert** (along with Darnell) will

strengthen NABOB's digital footprint for years to come".

**Congratulations Robert!!!**

***KEEP MOVING FORWARD!!!***

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

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## **"Media Learning Series"**

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**Tuesday, April 14, 2020  
2:00 PM (EST)**

**Topic:**

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



**Hosted by  
Namon Jones**

***VP of Sales for Twitter Inc., New York, N.Y.***

[Register Here](#)



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## "Celebrating 20 Years..."

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**In 2020!!!**



**June 1-11, 2020**

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

More Information, visit [themsy.net](http://themsy.net)

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## "Moments in Media"

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### RADIO

**Featured story provided by The Radio Advertising Bureau**



### [The Pulse on Audio](#)

Staying in tune with the advertising community, with regards to their opinions as it relates to radio and audio, is key to success for radio stations and advertisers alike. Opinion research provides a solid read on the pulse of the community, who are surveyed on specific topics.

[Read More](#)

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## TELEVISION

Featured story provided by the Television Advertising Bureau



### PGA Tour Sinks Richer Deals With CBS, NBC, ESPN

Illustrating the power of sports on television, the PGA Tour signed new nine-year rights deals that will pay it \$700 million a year, up from about \$400 million. Golf matches will continue to be broadcast on weekends on Comcast's NBC and ViacomCBS's CBS, with getting 19 events per season and NBC eight.

[Read More](#)

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## CABLE & VIDEO



### Meredith Unit Launches OTT Optimization Platform

Meredith Corp.'s MNI Targeted Media division said it launched a new over-the-top advertising optimization system it is calling motto. Motto, which works with, MNix, MNI's programmatic ad buying platform, offers near real-time conversion indicators for the fast growing connected TV and OTT advertising markets and allows advertisers to see how geography, creative, time of day, different publishers and different devices affect the effectiveness of campaigns.

[Read More](#)

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## DIGITAL

Featured story provided by the  
Black Press USA

### The DCCC, DSCC, Democratic Party of Georgia Announce Victory Against Unlawful Georgia Ballot Procedures

Flawed procedures remained in place even as more Georgians vote absentee. In 2018, nearly 285,000 voters returned an absentee



ballot compared to 246,000 in the 2016 presidential election.

[Read More](#)

**blackpressUSA**  
The Voice of the Black Community



**PRINT**

Featured story  
provided by the  
NNPA

**Sen. Chuck Schumer  
and Stacy Abrams,  
It's Time to Fight Back!**

This Saturday marks the 55th anniversary of one of the most significant moments in the history of our democracy.

[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

**HEARST**  
television

Davis Broadcasting Inc.  
*30<sup>th</sup> Anniversary*

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

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## Stay Tuned For April's Edition of...

### The MSI Connect ©

The Coronavirus (COVID-19) and Our Communities ...

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



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## STAY CONNECTED

