



May 2020 Edition

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

"Industry Spotlight"



NABOB Salutes Its 5 Year Partnership with HBCU CONNECT, LLC

The National Association of Black Owned Broadcasters Telecommunication Education Management Foundation (NABOB) wants to "Thank" **HBCUConnect, LLC** for its 5-years of support in "identifying" quality applicants for the Media Sales Institute (MSI) at the Atlanta University Center (AUC).

The MSI expanded to the Atlanta University Center (AUC) in 2016 which was supported by an inaugural "marketing" campaign from **HBCUConnect, LLC**, targeted to its database of over eight-hundred thousand members, who are either a HBCU graduate or current student. Each year since the launch, HBCUConnect has developed "targeted" advertising and marketing campaigns to its multitude of communities. In 2016, **HBCUConnect** joined with The Emma Bowen Foundation in support of the MSI at the AUC. Working together they have contributed the **94%** success rate of candidates receiving at least one offer (and as many as eight) to start their media sales or operations careers.

Jim Winston, President of NABOB states " The partnership was easy to establish since we both target (to serve)...the same educational population."

Reginald Culpepper, President, Online Operations & Fulfillment for HBCUConnect, LLC states "It has been an exceptional partnership for us. Anytime there is a way that we can help provide opportunities for young HBCU students, we try to make it happen. Partnering with NABOB over the years has been not only

beneficial to us, but to the students we reach out to spread the word about the wonderful things they are doing."

Jim Winston, went on to say "NABOB's 5-year partnerships with **HBCUConnect** and the Emma Bowen Foundation is an alliance that **really** brings people of color into the media sales industry."

Again, Thanks **HBCUConnect, LLC!!!**

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



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

Topic:

**"2020 Talent Development... How Are You
Preparing/Developing Your Talent Pool
During The Pandemic?"**



Hosted by Skip Dillard

VP Programming for Emmis Stations WBLS/WLIB, NYC

Register Here



"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

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

Dates: TBD

"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



[TVB: Amid Pandemic, U.S. Turns to Local Television](#)

Because this [pandemic] isn't going to change overnight, I do think the viewership is still going to be up among younger people when we get out of this." says Steve Lanzano, TVB's president and CEO.

[Read More](#)

CABLE & VIDEO



Media Eligible for Paycheck Protection Program in Latest Relief Plan

Media outlets, from TV stations to radio and newspapers, would be eligible for the Paycheck Protection Program as part of an expansion of access to U.S. Small Business Administration loans if a new coronavirus relief plan from the House of Representatives is passed.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

Facebook Awards Black Press of America Publishers \$1.3 Million in Relief Grants

The grants include \$10.3 million awarded to 144 U.S local newsrooms as part of the COVID-19 Local News Relief Fund Grant Program. The fund is supporting many publishers who are hardest hit by this crisis.

[Read More](#)



blackpressUSA
The Voice of the Black Community



PRINT

Featured story
provided by the
NNPA



Rep. Waters Stands with Amazon Workers

"I am proud to declare my strong and unwavering support for the unsung heroes of the coronavirus pandemic: our frontline workers..."

[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



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

Stay Tuned For June 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

