



THE MSI

CONNECT

Connecting the Network of MSI Graduates & Media Professionals



NABOB FOUNDATION
 1250 Connecticut Avenue N.W.
 Suite 700
 Washington, D.C. 20036
 Phone: (202) 463-8970
 Email: eain_m@nabob.org

PSP 1, LLC
 10817 Weeping Willow Lane
 Beltsville, MD 20705
 Phone: (301) 595-1871
<http://www.themsi.net>

September 2020 Edition

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

"Industry Spotlight"

By Black.

conference

OCTOBER
14TH - 16TH

**Empowering
Black Business**

Join us online for a series of virtual sessions lead by our network of black owned media outlets, businesses and legislative leaders.






byblackconference.com

Presented by

The National Association of Black Owned Broadcasters (NABOB)
 &
The United States Black Chamber of Commerce (USBC)

On behalf of the **National Association of Black Owned Broadcasters**, PSP invites you to attend the [2020 By Black Virtual Conference](#).

The By Black Conference is a three-day virtual experience produced by The National Association of Black Owned Broadcasters (**NABOB**) and U.S. Black Chambers, Inc. (**USBC**) taking place **October 14-16, 2020**.

NABOB and **USBC** are the national voice of Black owned media broadcasters and business. They invite you to attend and connect directly with Black businesses, chambers,

producers, media and business owners alike.

In their **inaugural partnership**, NABOB and USBC are joining forces to continue their collective missions of empowering communities with invaluable resources and providing culturally authentic platforms.

Your [complimentary digital pass](#) to the conference allows you to connect, grow and promote your business through a series of virtual sessions, led by a network of black owned media outlets, businesses and legislative leaders.

Here's what to expect...

Attendees will have the flexibility to customize their live virtual experience and access all sessions on demand after they're posted. Speakers will include top industry leaders selected by **NABOB** and **USBC** on the latest strategies to grow black media ownership, black chambers and black business in the new economy.

Why Attend... because **NABOB** and **USBC** are voices that both consumers and corporations "**trust**", when making a decision to "**buy black**".

Visit www.byblackconference.com for updates and more information.

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



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

Topic:

Part IV - "In 2021, How Will You Grow Your Revenue...Virtually?"



**Hosted by
Namon Jones**

*Recent SVP of Sales
Twitter, Inc.*

[Register Here!](#)

"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

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

Applications will open in November 2020

More Information, visit TheMSI.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Leading By Example](#)

Mahatma Gandhi famously said, "be the change that you wish to see in the world." This simple, yet meaningful advice is perhaps more relevant and inspiring today than when it was first spoken. There has been a marketing shift brewing over the past several months that has been ignited and fast-tracked by the current climate.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[TVB: Broadcast "Black Panther" Tops Cable](#)

A new TVB analysis of audience impressions from the TV airing of "Black Panther" found that broadcast TV overwhelmingly reached more viewers than cable, despite the fact that the movie was generally aired at the same time.

[Read More](#)

CABLE & VIDEO



[HBO Max Mulls Adding Commercials to Classic Movies and Select New Shows](#)

WarnerMedia's new HBO Max streaming service is considering adding commercials to classic movies and some of its original content.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

[#NNPA BLACKPRESSBlack
content-based Instagram page
sells for \\$85M; owner of page is
not Black](#)

One of the company's most popular sites is "Daquan," which has 15 million followers on Instagram. The site, which features Black content, is owned by Barak Shragai, who is reportedly from Israel.

[Read More](#)



blackpressUSA
The Voice of the Black Community



PRINT

Featured story
provided by the
NNPA

[New York Congresswoman Clarke
\(D-NY\) Receives NNPA 2020
National Leadership Award](#)

Congresswoman Clarke will receive the National Newspaper Publishers Association (NNPA) 2020 National Leadership Award during a virtual ceremony on Thursday, Sept. 17, 2020.

[Read More](#)

"MSI Career Connections"

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

FOX

nielsen

Spectrum
REACH

VIACOMCBS

effectv
A COMCAST COMPANY

TEGNA

SINCLAIR
BROADCAST GROUP



Davis Broadcasting Inc.
30th Anniversary



HEARST
television

**RADIO
ONE**
THE URBAN MEDIA SPECIALIST

Stay Tuned For The October 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

