



THE MSI

CONNECT

Connecting the Network of MSI Graduates & Media Professionals



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August 2020 Edition

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

"Industry Spotlight"



Marie Dale
"One of Our Own!"

Spectrum Reach - Sales Manager

Marie Dale is a Local Sales Manager (LSM) for Spectrum Reach (a Charter Communications Company). She recently told us "the training I received at the Media Sales Institute was invaluable to my success as an Account Executive (AE) and now a Local Sales Manager"... proving, you only get out, what you put in.

In her career of 17 years, **Marie** has worked in numerous "media sales" positions from Virginia to Phoenix to Dallas, where she currently resides. She started her career at Cox Media as an AE after graduating from the Media Sales Institute in 2003. **Marie** was promoted to Associate Sales Manager where she traveled the country training and coaching AE's and Sales Support staff. Her trajectory

and tenure in cable advertising are due to her expertise in "new business development" and "individual account growth"; which has led to her being recruited by multiple operators, coast to coast.

In 2007, **Marie** took a LSM position with Suddenlink Media (now A4 Media) managing a group of Account Executives in the Dallas DMA. During the economic downturn of 2009, **Marie** decided to seek a larger growth opportunity by joining Viamedia; selling advertising for Verizon Fios in Dallas. In just two years she received the "Presidents Club Award"; and was also recognized as one of the "Top Billing AE's" on the team.

In 2013, Verizon Fios was absorbed by Time Warner Cable Media; and in 2015 Time Warner Cable Media was acquired by Charter Communications/ Spectrum Reach, where **Marie** has been for the past 6 years.

Jeffrey P. Myers, Developer of The Media Sales Institute Program (MSI) states "Marie represents the finest our program has to offer the media industry; and we are excited to have her as an instructor at the 2020 Media Sales Institute (MSI) at the AUC...how special".

The Media Sales Institute (MSI) - **Program Manager, Dana Myers** says... "As her career continues to flourish, we are proud to call Marie one of our own."

The MSI "Thanks" and "Congratulates" you on a stellar career in the cable 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, September 8, 2020
2:00 PM (EST)**

Topic:

"Why Build Your Career..."



**Hosted by
Sam Weaver**

The Urban/UAC Editor for ALL Access Music Group

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 Has A Great Story](#)

As states across the country locked down, it created massive shifts in behaviors and routines. We've all read about studies that have analyzed the shifts and the overall mood by people across the country. One thing was evident among all these studies - people are missing what they did every day.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[TV Ratings: John Lewis Tribute Draws 3 Million Viewers for CBS](#)

CBS aired a tribute to the late civil rights pioneer **John Lewis** on Tuesday night to just under 3 million total viewers, as the "America's Got Talent" 15th anniversary special won the night overall.

[Read More](#)

CABLE & VIDEO



[TV's Upfront Talks Start to Heat Up, Despite Pandemic](#)

Madison Avenue is starting to realize that it can't do without TV. How much it will pay for the privilege in tough times remains to be seen. Major buying agencies have begun negotiating with TV networks in earnest over advance purchases of advertising time.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

[New York's Attorney General Alleges Widespread Corruption at the NRA](#)

New York Attorney general Letitia James alleges that the organization, its vice-president Wayne LaPierre, former CFO Wilson Phillips, former Chief of Staff and Executive Director of General Operations Joshua Powell, and Corporate Secretary and General Counsel John Frazer failed to manage the NRA's funds and....

[Read More](#)



PRINT

Featured story
provided by the
NNPA

[#NNPA BLACKPRESSNAACP Sues U.S. Education Secretary Over COVID-19 School Money](#)

The NAACP formally filed a lawsuit in federal court in Washington, D.C., accusing DeVos of illegally changing the rules for allocating \$13.2 billion in Coronavirus Aid, Relief, and Economic Security Act (CARES) money to benefit wealthy private k-12 schools.

[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 September 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

