



THE MSI

CONNECT[©]

Connecting the Network of MSI Graduates & Media Professionals



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January 2020 Edition

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

"Industry Spotlight"



Skip Dillard
"Congratulations"

During the week of January 3, 2020, Emmis Communications in New York, N.Y. announced a series of promotions in its leadership team for 2020. **Skip Dillard** who served as WBLS and WLIB Program Director has been promoted to VP/Programming for both stations. During its announcement Emmis Communications said **Skip's** promotion was "to further position the stations for success and continue their delivery of top performance and customer service."

Graham "Skip" Dillard served as the Operations/Program Manager for Emmis stations WBLS/WLIB in New York City for over 10 years; which is currently ranked **#3** by Nielsen (in the most recent ratings)...arguably, making WBLS the **#1 Urban** formatted station in the country.

Skip's career began at Hampton University's WHOV-FM while a student; he also volunteered at North Carolina A&T State University's WNAA- FM, during the Summers. **Dillard's** career has taken him to great radio markets including Detroit, Buffalo, New

Orleans, San Francisco and Washington DC. In addition to radio, **Skip** served as Top 40 and Urban managing editor for Billboard Magazine's AirPlay Monitor from 2003-2004.

Skip has received numerous honors in his career including "Top PD's in America", 2009, 2011 and 2012 Radio Ink Magazine, Certificate of Merit for Community Service, U.S. Congress 2002 and Living Legend's Foundation 2011. He also received the Proclamation of service to New York State and New York City Hall 2017. **Dillard** was also voted onto the Executive Board of the Greater Harlem Chamber of Commerce in October 2017.

NABOB would like to add its "**Congratulations**" to his well-deserved promotion; and invites you to join **Skip's** two webinars (this year) during "NABOB's - Media Learning Series". Contact Kathy Nickens at knickens@nabob.org for dates and your "free" registration. **Congratulations Skip!!**

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



**Tuesday, February 11, 2020
2:00 PM (EST)**

February Topic:

**Part 1 - 2020 Digital Marketing Tools & Trends:
Google/SEO**



Hosted by Ashley Smith

[Register Here](#)



"Celebrating 20 Years..."

In 2020!!!



June 1-11, 2020

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

More Information, visit themsi.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[Culture is Driving Growth](#)

Over the next 20 years, the U.S. population will be comprised mostly of multi and intercultural individuals according to U.S. Census population projections. This growth is attributed to the increase in the number of Asian, Blacks/African Americans and Hispanics/Latinx in the country and is being viewed as the catalyst of brand and revenue

growth by advertisers and marketers alike.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[ABC Boss Karey Burke on Live Push and "Bringing Swagger Back to Broadcast" drunk driving during the holidays](#)

Karey Burke, now a year into her role as ABC Entertainment president, on Wednesday made her third presentation to TV critics and reiterated her belief in the strength of broadcast, despite continued ratings erosion and parent company Disney's streaming priority.

[Read More](#)

CABLE & VIDEO



[NFL Games Score Big With 5% Boost in Viewership](#)

The National Football League had its most-watched season on TV since 2016, the league said citing statistics from Nielsen. Tom Brady and the Patriots played in one of this season's most-watched games. During the regular season, NFL games average 16.7 million viewers on TV and digital, up 5% from last year.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

[Black News Channel Network Launch Fulfills Lifelong Dream of JC Watts](#)

The Tallahassee, Florida-based BNC counts as the brainchild of J.C. Watts, Jr., who is described by Tommy Ross, the network's director of communications, as...

[Read More](#)



PRINT

Featured story provided by the NNPA

[A Tribute to a Living Legend: Civil Rights Icon John Lewis](#)

In 1965, Lewis and fellow activist Hosea Williams led what was planned as a peaceful 54-mile march through Alabama from Selma to Montgomery.

[Read More](#)

"MSI Career Connections"

Returning February 2020...

Throughout 2020, recruiters from the following companies will be invited to post career opportunities and attend the 2020 MSI to hire for **AD Sales Department** positions from national and local media companies.

MSI RECRUITING COMPANIES





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

Stay Tuned For February's Edition of...

The MSI Connect ©



STAY CONNECTED

