



THE MSI

# CONNECT

Connecting the Network of MSI Graduates & Media Professionals



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November 2020 Edition

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

### "Industry Spotlight"

#### CONGRATULATIONS...

The NABOB/USBC "virtual" conference last month... was a Success!!!

There were **2200 registrants**; with over 1600 attendees during the 3 days!!!

**Jim Winston, President of NABOB** said, "We were very pleased with our first By Black Conference. The collaboration with US Black Chambers worked very well, and members of both organizations reported that they enjoyed being exposed to the issues and speakers presented by the other organization. We plan to join together for another By Black Conference next year."

Here is a video snapshot of the conference: <https://www.youtube.com/watch?v=eVu0Afhp7mo>

*By Black.*  
conference

OCTOBER  
14<sup>TH</sup> - 16<sup>TH</sup>

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](http://byblackconference.com)

Presented by

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

***"Empowering the Next Generation Of Media Owners and Business Professionals"***  
session highlighted the NABOB/Media Sales Institute (MSI) which was in the "Top 10"  
sessions attended. Here is the MSI Video produced for the conference  
<https://vimeo.com/467432576>

PSP congratulates ***The National Association of Black Owned Broadcasters and the U.S. Black Chambers, Inc.***, their supporting organizations, attendees, sponsors, guest speakers, and staff for their exceptional efforts, in creating a successful and impactful inaugural By Black Virtual Conference.

**NOTE:** The By Black Conference replaced... The NABOB 44<sup>th</sup> Annual Management Conference

**KEEP MOVING FORWARD!!!**

**\*\*\*Share your success with us. Send email to Eain\_m@NABOB.org\*\*\***

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## **"Media Learning Series"**

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**Tuesday, December 8th, 2020  
2:00 PM (EST)**

**Topic:**

**"NABOB' s Future and It's Partnerships"**



**Hosted by**

**Jim Winston**

**NABOB  
President**

**[Register Here!](#)**

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**"Celebrating 20 Years..."**

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**In 2020!!!**



**Due To COVID-19...**

**The 2020 institute is being planned for Spring 2021...**

**Applications will open in 2021**

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

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**"Moments in Media"**

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## RADIO

Featured story provided by The Radio Advertising Bureau



### The Current State of Radio Listeners

Coming off a holiday weekend, it is a reminder of the way things used to be. Very little about this year has been usual so far. Everything is different and continuously changing. This is now the new normal - constant change, shifts and analysis into what consumers are thinking, doing and plan on doing.

[Read More](#)

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## TELEVISION

Featured story provided by the Television Advertising Bureau



### The Price Point | Suddenly, A Profitable Year For Local TV

This year will go down as one of the most bizarre in television history. After a disastrous second quarter, an unhealthy third and lagging spot pacing in fourth, suddenly 2020 has become a profitable year. It's amazing what a few billion dollars in political cash will do.

[Read More](#)

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## CABLE & VIDEO



### Young, Diverse Audiences Lean into TV News

According to Nielsen, while consumers 55 and older do watch the most news, younger generations are driving the growth of news consumption. In fact, consumers 18-34 increased their total news consumption by 134% between 2019 and 2020.

[Read More](#)

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## **DIGITAL**

**Featured story provided by the  
Black Press USA**

### **PRESS ROOM: U.S. Bank's Community Partnership Campaign**

"Multicultural communities are being hit hard by the Covid-19 pandemic both financially and culturally," said Beth McDonnell, U.S. Bank Chief Marketing Officer.

[Read More](#)



## **PRINT**

**Featured story  
provided by the  
NNPA**

### **NNPA Election Night Broadcasts Demonstrate the Unity and Strength of the Black Press**

"For over 193 years, the Black Press of America has continued to stay on the frontlines of the struggles of Black Americans for freedom, justice, and equality," proclaimed NNPA President and CEO Dr. Benjamin F. Chavis, Jr.

[Read More](#)

## **"MSI Career Connections"**

**Featured story provided by the  
Media Staffing Network**

### **Looking Towards the Future**

As we soon say 'good-bye' to 2020, many of us still struggle to build and retain the people we need to achieve our budgets and goals. While this was a major issue during low unemployment, even with so many now unemployed, it can remain a struggle.

[Read More](#)



## **"Sinclair Broadcast Group is HIRING"**



Sales openings all over the country. Please go to:

[https://edyy.fa.us2.oraclecloud.com/hcm/UI/CandidateExperience/en/sites/CX\\_2002](https://edyy.fa.us2.oraclecloud.com/hcm/UI/CandidateExperience/en/sites/CX_2002) and look for a sales opening in your area! They would love to hear from you.

**SINCLAIR**  
BROADCAST GROUP

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

During COVID-19, you can find **AD Sales & Operations Department** opportunities at the following MSI recruiters websites, under "Employment".

## MSI RECRUITING COMPANIES

**FOX**

nielsen  
.....

**Spectrum**  
REACH

**VIACOMCBS**

**effectv**  
A COMCAST COMPANY

**TEGNA**

**SINCLAIR**  
BROADCAST GROUP

**ENTERCOM**

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

**GCI**  
GLORY COMMUNICATIONS, INC.

**HEARST**  
television

**RADIO ONE**  
THE URBAN MEDIA SPECIALIST

## THANK YOU TO OUR 2020 SPONSORS!!!



Stay Tuned For The December Edition Of...

The MSI Connect ©



