



October 2020 Edition

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

"Industry Spotlight"



Cailin Knox
"Another of Our Own"

Effectv - Strategic Specialist

Cailin Knox recently shared with us at The Media Sales Institute (MSI)© that in reviewing the past 5 years of her career... **"I realized, that I gained the knowledge and confidence while attending the MSI in 2016, that kickstarted my career in Media Sales... Thank you!"**

Cailin attended Mercer University where she earned her Bachelor's Degree in Business Marketing, Spring of 2016. During her senior year, she learned of the MSI and upon being admitted, she demonstrated her desire to accel by showing up (the first day of the program) 4 hours early.

Upon graduating from the MSI, **Cailin** was recruited into the "Associate Account Executive" (AAE) program for **Effectv, (formerly Comcast Spotlight)**.

Within a short period, she transformed her client's business priorities, into efficient and cost-effective advertising strategies; Within a few years, she transitioned into her current role as a Client Development Strategic Specialist, where she partners with cross-functional teams, to create and execute strategic advertising campaigns. She is also a member of Effectv's #HireBlack's marketing team.

Larry Wright, A Media Sales Institute, Facilitator states "As a facilitator with the MSI class of 2016, I had the opportunity to assist the candidates throughout the program. Cailin worked diligently to absorb all that was being provided to her and, thus was one of the best graduates."

"**Cailin** represents the bright and upcoming talent the media industry needs" states The Media Sales Institute (MSI), Program Manager, **Dana Myers** "As her career continues to flourish, we are proud to call her (another) one of our own."

The MSI "Congratulates" you on a strong start to your career in the cable and media industries.

KEEP MOVING FORWARD!!!

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

"Media Learning Series"



**Tuesday, November 10, 2020
2:00 PM (EST)**

Topic:

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



Hosted by

Ashley Smith

Dimensions Media

CEO, Founder

[Register Here!](#)

"Celebrating 20 Years..."

In 2020!!!



Due To COVID-19...

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

Applications will open in January 2021

More Information, visit TheMSI.net

"Moments in Media"

RADIO

Featured story provided by The Radio Advertising Bureau



[The Rapidly Changing Consumer](#)

As states are in various phases of reopening, consumers find themselves in various stages of their own phases. These phases continue to shift and change the behaviors that had once been routine to so many. In order to meet the challenges, needs and concerns of their customers, businesses will need to be nimble to best address and meet their customers' expectations.

[Read More](#)

TELEVISION

Featured story provided by the Television Advertising Bureau



[TVB ALT FORWARD: Key Client Success With OTA Television](#)

We've heard it time and time again: the brands that don't cut the budget during times of economic crisis will come out ahead at the conclusion of an economic downturn.

[Read More](#)

CABLE & VIDEO



[Advertisers Warn Against Overregulating Big Tech](#)

Advertisers are concerned with some of the legislative recommendations for reining in Big Tech suggested in a House Antitrust Subcommittee Majority report on a year-plus investigation into Amazon, Apple, Google and Facebook.

[Read More](#)

DIGITAL

Featured story provided by the
Black Press USA

PRESS ROOM: JPMorgan Chase Commits \$30 Billion to Advance Racial Equity

"All Americans deserve equitable access to affordable housing and the physical, emotional and financial security it represents," said Lisa Rice, CEO, National Fair Housing Alliance.

[Read More](#)



blackpressUSA
The Voice of the Black Community



PRINT

Featured story
provided by the
NNPA



Economy and Race Relations Seen as Growing Concerns Ahead of Election

"It is not surprising that voters overall rate the economy as the most important issue impacting their vote for president this year given the fragile state of the U.S. economy and their tendency historically to prioritize it and other issues such as national security and education," Gallup pollsters observed.

[Read More](#)

"MSI Career Connections"

Featured story provided by the
Media Staffing Network

Rethink, Retool, Respond, Rebuild

In MSN's 27 years..." this is not the first time we have seen the media business slow down, it is actually the 3rd time! What we know is that each time, business does pick up, companies still need a top-notch group of employees to help hit goals." MSN's, has adopted a new 'mantra'... "RETHINK, RETOOL, RESPOND, REBUILD."



[Read More](#)

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



THANK YOU TO OUR 2020 SPONSORS!!!



Stay Tuned For The November Edition Of...

The MSI Connect ©

