

# news



NATIONAL ASSOCIATION OF BROADCASTERS, 1771 N STREET, NW, WASHINGTON, DC 20036-2891

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NABEF AWARDS GRANT TO HOWARD UNIVERSITY

The \$48,487 Grant Will Fund The Media Sales Institute

WASHINGTON, D.C., March 1, 2001 – The National Association of Broadcasters Education Foundation announced today that it is awarding a \$48,487 grant to fund the Media Sales Institute at Howard University in Washington D.C.

The Howard University Media Sales Institute is an intensive ten-day program developed by media management and training company, Personal Selling Principles (PSP). It is designed to serve as a pipeline for funneling talented students with diverse backgrounds into the broadcast industry. Topics that the institute will cover include the workings of sales departments, advertising agencies and industry associations, as well as sales positions, Nielsen and Arbitron ratings, the Internet and the Federal Communications Commission.

The program will feature Howard University Professor Ernie Fears as the Master Lecturer. Broadcasters and other media professionals from the National Association of Broadcasters, Television Bureau of Advertising, Radio Advertising Bureau and the National Association of Black Owned Broadcasters will serve as guest lecturers. Several companies, including Belo, Hearst-Argyle, Cox Broadcasting, KATZ and ABC Radio plan to recruit students who have completed the program.

Students interested in applying for the program should contact Professor Vickey Saunders at 202-806-7927.

Personal Selling Principles LLC is a full service, media management and training company based in Maryland. The company, founded by Jeffrey P. Myers with over 25 years of media sales, sales management and general management experience, provides management consulting and sales training in all media. PSP's program develops competitive strategies with innovative solutions that are designed to increase their client's profitability.

Howard University School of Communications has been recognized for producing the largest number of African American graduates in the field of communications. Proportionately, Howard's Department of Radio, TV and Film is the largest department within the School and the second largest in the University.

The NABEF is dedicated to conducting long-range research and educational projects for the broadcast industry. It was founded in 1994 by the National Association of Broadcasters to generate greater public knowledge and understanding of the many issues related to free over-the-air-broadcasting.