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FLORIDA A&M UNIVERSITY MEDIA SALES INSTITUTE IS RENEWED FOR AN ADDITIONAL YEAR

WASHINGTON, DC - The National Association of Broadcasters Education Foundation (NABEF), the National Association of Black Owned Broadcasters (NABOB), and Personal Selling Principles (PSP), announced today that they will renew the Media Sales Institute at Florida A&M University for an additional year. Funding for the initiative will be provided by NABEF and NABOB.

The NABEF/NABOB Media Sales Institute at Florida A&M University is an intense ten-day training program for college seniors who are interested in careers in media sales. The program was a joint vision of the late Professor Ernie Fears, Sr. at Howard University and Jeffrey P. Myers, principal of Personal Selling Principles. The master lecture held at Florida A&M is named after Ernie Fears, Sr.

"We are pleased to continue the Media Sales Institute at Florida A&M University," said NAB President and CEO David K. Rehr. "This highly successful ten-day program offers students of diverse backgrounds excellent training for entry-level careers in media sales. To date, 85 percent of these graduates have been hired into media sales jobs."

"The NABOB Foundation looks forward to another stellar year sponsoring the Media Sales Institute. The candidates being graduated by the MSI have become very sought after additions to sales teams around the country. We at the NABOB Foundation are confident that today's MSI graduates will go on to become the owners and managers of tomorrow," said James Winston, Executive Director of NABOB.

"The Media Sales Institute brings together the broadcast industry, media companies and sales candidates, making it a win-win for all," said Jeffrey Myers, principal of Personal Selling Principles (PSP). "I am very proud to be part of such a dynamic and rewarding program for the media industry. The Media Sales Institute properly prepares individuals for a successful career in media sales."

"We continue to be excited about hosting the Media Sales Institute in the School of Journalism and Graphic Communication at Florida A&M University," said Jim Hawkins, dean, School of Journalism and Graphic Communication. "Already more than 40 graduates of the program have found positions in this rewarding field. The success of these

graduates validates the effectiveness of the program and its importance to the media industry."

#### **About NABEF**

The NAB Education Foundation is a non-profit organization dedicated to serving the public interest in supporting and advocating: education and training programs, strategies to increase diversity, initiatives stressing the importance of the First Amendment, community service, philanthropy and timely broadcasting issues.

#### **About NAB**

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at [www.nab.org](http://www.nab.org).

#### **About NABOB**

NABOB is the only trade organization representing the interests of African-American owners of radio and television stations across the country. The association was organized in 1976 by a small group of African-American broadcasters who desired to establish a voice and a viable presence in the industry to address specific concerns facing African-American broadcasters. The NABOB Foundation was created to help prepare the next generation of broadcast station owners and managers.

#### **About PSP**

PSP, a personnel and organizational development company based in Maryland, developed the first Media Sales Institute at Howard University, and has been retained to implement the program for the next three years at Florida A&M University. Information about PSP can be found at [www.pspconsulting.net](http://www.pspconsulting.net).

#### **About the FAMU School of Journalism and Graphic Communication (SJGC)**

SJGC is dedicated to preparing its students to assume meaningful positions in journalism, public relations, graphic communication, photography, printing and other meaningful positions in journalism, public relations, graphic communication, photography, printing and other communication-related fields. SJGC is comprised of the Division of Journalism and the Division of Graphic Communication. The journalism degree program is the first journalism program at a historically black university in America to be accredited by the Accrediting Council on education in Journalism and Mass Communications. The Division of Graphic Communication offers the only baccalaureate degree in graphic communication in the state of Florida.