



PRESS RELEASE  
June 18, 2014

For Immediate Release  
Contact:  
Dana Myers  
(301) 595-1871  
PSP 1, LLC

## **FLORIDA A&M UNIVERSITY MEDIA SALES INSTITUTE CELEBRATES ITS 9<sup>th</sup> CONSECUTIVE YEAR**

Beltsville, Maryland - Personal Selling Principles (PSP), the National Association of Broadcasters Education Foundation (NABEF) and the National Association of Black Owned Broadcasters (NABOB) salutes Florida A&M University (FAMU) on its 9th annual Media Sales Institute (MSI). The institute is hosted by the School of Journalism & Graphic Communication (SJGC) and the School of Business and Industry (SBI) and was conducted May 12-22, 2014 this calendar year. Funding for the initiative was provided by NABEF and NABOB's Education Foundation.

PSP developed the Media Sales Institute program in 1999, and launched it at Howard University in 2000. The Media Sales Institute was the joint vision of Professor Ernie Fears, Sr. at Howard University and Jeffrey P. Myers, Principal of Personal Selling Principles. The MSI is an intensive ten-day sales training program for graduating college seniors who are passionately interested in pursuing a career in media sales. The MSI design focuses on the fundamentals of media sales in radio, television, cable, print, digital/broadband/internet and their use of emerging technologies, including the mobile platform.

Jeffrey P. Myers, Principal of PSP said, "In order to successfully complete the FAMU MSI, each candidate must individually present a "real world" sales scenario to leading media companies to qualify and compete for entry level sales positions. For the past 8 years, the candidates and recruiters overall perception of the "Quality" of the MSI at FAMU boast a 95% and 96% "good/very good" rating respectively. The impact of the MSI is extremely rewarding for all involved, both professionally and personally. "

"We are proud to be a sponsor of the MSI program at Florida A&M. The commitments of the Deans and faculty, combined with Personal Selling Principles' efforts have prepared these college graduates for successful careers in media sales," says Marcellus Alexander, President, NABEF.

"The Media Sales Institute is a very effective program that is producing graduates who are ready and able to perform at a very high level the day they walk into their first media sales jobs. I am confident that many of the future leaders and station owners in our industry will come from the MSI," said James Winston, Executive Director of NABOB.

Dean Ann Kimbrough of the School of Journalism & Graphic Communication (SJGC) said "The Media Institute offers a specialized and valued-added education to its candidates. The candidates are afforded excellent and unique opportunities to learn, grow and become the top recruits for the media industry."

"The program seeks to fill the void by attracting minorities and women to an industry seeking more diversity" stated Dean Friday-Stroud from the School of Business and Industry.

"Together with NABEF, NABOB and FAMU we are proud to continuously address the needs of media sales departments by properly preparing future sellers to the ever changing world of media sales," said

Jeffrey P. Myers, principal of PSP. "I am very proud to have developed a program responsible for hundreds of future leaders for the media industry."

#### **About PSP**

Personal Selling Principles (PSP) is a media management and sales training company. PSP has implemented and facilitated the FAMU program for the past nine years, using it as an incubator to enhance the quality of the MSI program annually. More information on the MSI can be found at [www.themsi.net](http://www.themsi.net) and PSP at <http://www.pspconsulting.net/>.

#### **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 and strategies to increase diversity. Learn more at [www.nabef.org](http://www.nabef.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 NABOB Education Foundation was created to help prepare the next generation of broadcast station owners and managers. Additional Information can be found at [www.nabob.org](http://www.nabob.org).

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

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. <http://sjgc.famu.edu>.

#### **About the FAMU School of Business and Industry (SBI)**

SBI was established in 1974 to prepare talented students from around the nation and the world to not only survive, but to thrive in a competitive global market place. <http://www.famu.edu/sbi>

####