



**NABOB PRESS RELEASE**  
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**For Immediate Release**  
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## **FLORIDA A&M UNIVERSITY WILL HOST ITS NINTH ANNUAL MEDIA SALES INSTITUTE IN 2014**

WASHINGTON, DC - The National Association of Black-Owned Broadcasters (NABOB) Foundation and the National Association of Broadcasters Education Foundation (NABEF) had 20 candidates successfully complete the Media Sales Institute program this past May and have made commitments for the 2014 program. The Media Sales Institute (MSI) is an intense ten-day program designed to prepare graduating college seniors for a career in media sales. Personal Selling Principles (PSP) is the developer of the MSI and serves as the facilitator at Florida A & M University.

The candidates, who are women and people of color, hailed from fourteen colleges and universities. Broadcasters and representatives from other media companies sat in on the final two days of the program, to view real world avails presentations given by the candidates and conducted interviews. As a result, each of the participants is in negotiations for entry-level job opportunities with these companies. It was announced that NABOB and NABEF 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.

Dean Ann Wead Kimbrough of the School of Journalism and Graphic Communication and Dean Shawnta Friday-Stroud of the School of Business and Industry were both pleased with the institute and credited Jeffrey and Dana Myers from Personal Selling Principles (the facilitators) with "the institute's success."

Dean Kimbrough stated "the media sales institute is designed to help students interested in learning how to market and sell media with outstanding job opportunities." Dean Friday-Stroud said, "the program seeks to fill the void by attracting minorities and women to an industry seeking more diversity."

This is the only MSI that is co-hosted by (both) the School of Business and Industry and the School of Journalism and Graphic Communication.

"We are proud to be a sponsor of the MSI program at Florida A&M. The commitment of the Deans and faculty, combined with Personal Selling Principles' efforts has prepared these college graduates for successful careers in media sales," says Marcellus Alexander, president, NABEF. "I'm pleased to extend the legacy of Ernie Fears."

"PSP and FAMU did an excellent job of conducting the MSI. I received enthusiastic comments about the candidates and the program from the recruiters, which made it clear that NABOB and NABEF have done a service to the candidates and to the industry by co-sponsoring the MSI. I am certain that many of the graduates will become our broadcast

station owners and managers of tomorrow," says James Winston, Executive Director, NABOB.

"The success of the Media Sales Institute (MSI) at Florida A & M University is total affirmation of a win-win-win. The sponsors win by providing a diversity vehicle that addresses an industry challenge. The industry wins by recruiting pre-qualified candidates with a specific interest in media sales. The university wins by providing a vehicle for graduating seniors starting their careers in media sales. PSP is confident, that as the MSI continues to expand nationally, it will continue to create professionals for today and tomorrow," says Jeffrey Myers, Principal, Personal Selling Principles (PSP) and developer of the Media Sales Institute program.

#### 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 and 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. Information about NABOB can be found at [www.nabob.org](http://www.nabob.org)

#### 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 other timely broadcasting issues. Information about NABEF can be found at [www.nabef.org](http://www.nabef.org)

#### About PSP

Personal Selling Principles (PSP), is a revenue and organizational development company based in Maryland, who developed the Media Sales Institute and launched the first Media Sales Institute at Howard University in 2000. Information about PSP can be found at [www.pspconsulting.net](http://www.pspconsulting.net)