

# NABOB Tuning In



## Press Release

April 27, 2016

### NABOB LAUNCHES ITS INAUGURAL MEDIA SALES INSTITUTE AT THE ATLANTA UNIVERSITY CENTER MARCH 2016

WASHINGTON, DC – The National Association of Black Owned Broadcasters Telecommunications Education and Management Foundation (NABOB) in partnership with Personal Selling Principles, LLC successfully launched

The Media Sales Institute (MSI) at the Atlanta University Center (AUC) on March 7, 2016.

The AUC partners are Clark Atlanta University, Morehouse College, and Spelman College. The inaugural NABOB Media Sales institute (MSI) was led by the Marketing Department at Morehouse College in Atlanta, Georgia March 7-17, 2016.

The Media Sales Institute (MSI) program was developed by media management and sales training company, Personal Selling Principles, LLC in 1999 and launched at Howard University in 2000. [www.themsi.net](http://www.themsi.net)

This was the **first** Media Sales Institute (MSI) to successfully meld 3 groups of “millennials” (recent college graduates, career changers and military personnel) into a cohesive sales unit. The 10 day, intense curriculum prepared this talented group for entry in radio, television, cable, print, digital and interactive sales. The inaugural class participants hailed from over 10 universities, colleges and the military. Media sales executives (as instructors) shared marketing concepts relevant to reaching today’s consumer.

Media companies invested two days witnessing candidates’ “real world” media sales presentations. As a result of these presentations, ALL of the candidates are in current negotiations with both medium and large media companies for employment.

**NABOB President Jim Winston** states, “The inaugural launch (and class) at the AUC has far exceeded our expectations. For the first time in the program’s history, the entire class successfully graduated with 3 “Certificates of Completion”: Education & Management Foundation, Nielsen Audio, and Nielsen Television division certificates”. Mr. Winston goes on to state, “This extremely needed initiative was made possible in part by funding from Comcast Spotlight, The COX Organization, The Gannett Foundation, Nielsen, Auto Trader and CBS; to whom I say thank you.”

**Jeffrey P. Myers, Developer of the Media Sales Institute (MSI)** said, “The Media Sales Institute is on its way (in establishing itself) as the “premiere gateway” into media sales success.”

**Dr. Cassandra Wells**, Marketing Program Director at Morehouse College states, “The first MSI hosted by Morehouse College at the AUC is now history. The program was flawless and provided its inaugural class all of the necessary tools to be successful in media sales. Industry presenters were exceptional and availed themselves to the candidates during and after their presentations. We look forward to continuing this partnership with NABOB and Personal Selling Principles, LLC in changing lives. The Media Sales Institute hit a homerun.”

**Mr. Henry T. Pastor, VP Human Resources, Comcast Spotlight** (Southern Division) stated, “As a sponsor I couldn’t have been more pleased; (The MSI has) truly been an extraordinary event and opportunity. The candidates were exemplary and the training they received certainly set them up for a very bright future.”

**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 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.

**Personal Selling Principles (PSP)**, the media management and sales training division of PSP1, LLC was established in 1999 and is based in Beltsville, Maryland. PSP is a performance enhancement company that specializes in personnel and organizational assessments and is the developer of The Media Sales Institute program.

**The Atlanta University Center (AUC)** is the world's oldest and largest association of historically Black colleges and universities. Comprised of four member institutions – Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College. It is a nonprofit organization that operates on behalf of its members to leverage the resources of the community and member institutions to maximize opportunities for citizens to live, learn, work and play.

#### CONTACT

**James L. Winston**  
President

National Association of Black Owned Broadcasters, Inc.  
1201 Connecticut Avenue, NW, Suite 200  
Washington DC 20036  
Phone: (202) 463-8970  
Fax: (202) 429-0657  
Email: [jwinston@nabob.org](mailto:jwinston@nabob.org)  
NABOB: [www.nabob.org](http://www.nabob.org)

