



## THE MEDIA SALES INSTITUTE (MSI)®

Creating Media Sales Professionals for Today and Tomorrow



### MSI Mission

The MSI was created to address the media industry's challenge of ensuring a diverse workforce

## Program Dates: June 3-13, 2024

### What Is The MSI?

The Media Sales Institute (MSI), the nation's leading talent development program for media sales professionals of diverse backgrounds has been addressing the challenge of diversity and inclusion within media for over 20 years.

In partnership with the National Association of Black Owned Broadcasters Foundation (NABOB), and the National Association of Broadcasters (NAB), the MSI has certified over 1000 media sales graduates; and is the best long-term plan to recruit diverse, pre-screened, and highly qualified entry-level employees into the media industry.

The intense, ten-day media sales & operations training program for recent college graduates, career changers and military personnel is designed to prepare talented individuals of diverse backgrounds for positions in radio, television, cable, print, digital and interactive sales/operations. Industry recruiters observe candidates' real-world sales presentations and hire for entry-level sales positions.

## What's In It For Our Sponsors?

Since 2000, the MSI program has been supported by some of media's bellwether companies. Effectv, FOX, Nielsen, Spectrum Reach and ViacomCBS have been long-standing MSI sponsors that have benefited from hiring over 1000 MSI graduates that were "pre-screened and properly exposed" for career opportunities in media sales. In addition, MSI sponsors develop relationships with our "educational partners" that consist of:

- "Ongoing" engagement with their offices of: Career Services/Alumni Associations/R.O.T.C.
- "Opportunity" to recruit (annually) for both Employment & Internships
- "Early access" to candidates via the MSI program
- Collaboration with nationally focused "diversity & inclusion" trade associations



## How Can "My" Company Become A Sponsor?

By contacting the MSI Developer,  
**Jeffrey P. Myers** at  
[Jeffrey@PSPConsulting.net](mailto:Jeffrey@PSPConsulting.net)  
or call him at 301-595-1871

**For More Information**  
Visit [themsi.net](http://themsi.net) and view the 2023  
MSI at the AUC video.

The Atlanta University Center Partners: Clark Atlanta University, Morehouse College and Spelman College.  
Led by the Marketing Department at Morehouse College in Atlanta, Georgia