



# THE MEDIA SALES INSTITUTE (MSI)©

Creating Media Sales Professionals for Today and Tomorrow

## Recruitment Dates: June 10-11, 2025

### 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.



### MSI Mission

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



### What's In It For Recruiting Companies?

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.

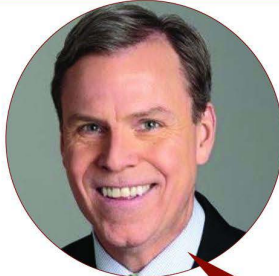
### What Are The MSI Recruiter Requirements?

Media Sales Recruiters invest two full days to access the candidates' sales presentations, critique, and hire the pre-qualified candidates selected for the MSI program. Each MSI candidate scenario is based on a real-world media sales avail. Following the presentations, each media company is provided with a private "meet and greet" room to spend quality time with each candidate. In addition to the private meet and greet(s), media companies also have the opportunity to have breakfast and lunch with the candidates.



"I want to attend more of these!" - **Sharon Pickeral**, Director, Talent Acquisition, Sinclair Broadcast Group

"MSI continues to provide extremely strong and passionate young graduates to the workforce." - **Matthew Schaap**, Sr. Manager, Talent Acquisition, Spectrum Reach



"Absolutely outstanding program - serves a need for our industry. Our company will love to grow with MSI and NABOB in the years to come - **Tim Bennett**, Vice President, Director of Sales | Atlanta CBS Television Stations

### How Can "My" Company Recruit?

By contacting the MSI Program Director, **Dana Myers** at [Dana@PSPConsulting.net](mailto:Dana@PSPConsulting.net) or call her 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

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