MEDIA SALES INSTITUTE

FACT SHEET

WHAT IS THE MSI?

The Media Sales Institute (MSI) is a ten-day, intensive training program for graduating college/university seniors who are passionately interested in pursuing a career in media sales. The curriculum is designed to prepare talented students with diverse backgrounds for positions in the media sales industry. The MSI dedicates training to radio sales, television sales, cable sales, and media print/Internet sales. The MSI began as a joint vision of the late professor Ernie Fears Jr, of Howard University and Jeffrey P. Myers, principal of Personal Selling Principles (PSP).

WHY AN MSI?

The MSI was created to address the media industry challenge of ensuring a diverse workforce representative at all levels. In order to meet this challenge the industry needs a large base of qualified and diverse candidates. Thus, the best long-term plan to meet this challenge is to recruit highly qualified and diverse entry-level employees. The MSI is an affirmative and proactive way to recruit those employees into the media industry. The candidates are prescreened academically and have demonstrated a strong desire to pursue a career in media sales.

UNDERWRITING SPONSORS-NABEF, NABOB

The **NAB Education Foundation (NABEF)** is a non-profit organization dedicated to serving the public interest in supporting and advocating education and training programs

The principal objectives of the **National Association of Black Owned Broadcasters (NABOB)** are to increase the number of African-American owners of telecommunications facilities and to improve the business climate in which they operate.

HOW INDUSTRY PARTICIPANTS INTERACT WITH CANDIDATES

Industry participants will:

- observe candidates deliver a mock sales presentation as the final exercise of the MSI.
- meet and interview a representative group of candidates.

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