

The National Association of Broadcasters and the
National Association of Black Owned Broadcasters is looking for...

25

talented college seniors for the 8th annual **Media Sales Institute**

May 13-23, 2013 • Florida A&M University



Download Application
www.famu.edu/SJGC

Deadline
April 15, 2013

START YOUR CAREER IN 10 DAYS!

MEDIA SALES INSTITUTE



What is the MSI?

The Media Sales Institute (MSI) at Florida A&M University is a national training and career placement program for graduating seniors interested in media sales careers with local and national companies. The curriculum for this intense 10-day program is designed to provide talented individuals of diverse backgrounds an entrée into media sales.

Top executives and CEOs in the industry serve as faculty and train participants in sales across several platforms, including: radio, television, cable, print, digital, and Internet.

Recruiters attend the MSI each year ready-to-hire for entry-level positions in reputable companies across the United States. Previous recruiters include:

ABC, CBS, FOX, NBC Universal, Gannett, Clear Channel Radio, Comcast, COX, Cumulus Broadcasting, KATZ Media Group, Sinclair Broadcasting...and more!

How Will You Benefit?

- FREE registration (valued at \$3000)
- FREE housing and meals
- FREE career counseling
- One-on-one interviews with reputable media companies
- Networking opportunities with industry executives
- Ongoing support via online professional network and webinars
- NAB/NABOB Media Sales Certification

You will learn media sales basics, revenue, Nielsen Ratings Service, customer development skills, key advertising strategies, how to brand yourself, effective writing and business communication...and more!

Are You Eligible to Apply?

The 2013 MSI at FAMU is open to all fall 2012 and spring 2013 graduates from any four-year college/university in the United States. All majors welcome.

Hosted by:

**FAMU School of
Journalism & Graphic
Communication**

**FAMU School of
Business & Industry**

**MSI INFO:
(850) 412-7770
(850) 599-3379**