



The NABOB Telecommunications Education and Management Foundation

Is looking for... **25** Talented applicants to...

Start your media sales career in just **10 days... June 4 - 14, 2018**

What is the MSI?

The Media Sales Institute (MSI) at the AUC is a sales training and career placement program for individuals interested in a media sales career with local and national companies. The curriculum for this 10 day program is designed to provide talented individuals of diverse backgrounds an entrée into media sales.

Senior Executives in the media industry serve as faculty and train participants in sales across several mediums, including: radio, television, cable, print, digital, and internet.

Recruiters attend the MSI each year ready to hire for entry level positions in nationally recognized companies across the United States.

How will you Benefit?

Scholarship (valued at \$7200) covers:
Housing and meals
Training materials
Career counseling
One-one interviews
Networking with industry executives
Ongoing professional support

You will learn media sales 101, Media Trade Assoc., Nielsen Ratings, customer development skills, key advertising strategies, branding, effective writing, business communications ...and more!

Are you Eligible to Apply? The 2018 MSI is open to May 2018 graduates, career changers and military personnel (Post 9/11)

Clark Atlanta University, **Led by Morehouse College and Spelman College**

www.themsi.net