



# NABOB

National Association of  
Black Owned Broadcasters

Monday, February 5, 2018

Press Release

## THE NABOB FOUNDATION ANNOUNCES ITS “ADOPT A HBCU” PUBLIC SERVICE CAMPAIGN



Washington, D.C. – The NABOB Telecommunications Education and Management Foundation is pleased to announce the launch of its 2018 public service campaign “**Adopt a HBCU**” (Historically Black Colleges & Universities) to its membership.

**THE GOAL:** To encourage NABOB members to engage and cultivate the next generation of Dream Makers and Media Industry Influencers through internships and other activities

**WHY:** To expose students to careers in broadcast media; and to deepen the involvement of our stations in their local communities.

**HOW:** By encouraging NABOB members to “ADOPT” a local HBCU of their choice and foster a partnership with the school’s media, marketing and business departments.

NABOB is pleased to announce that one of its members, **Mr. Harvey Elwood**, CEO/President of New Perspectives Media Association, which owns WOCS - FM in Orangeburg, S.C, will serve as NABOB’s “Program Advisor” to other owners and/or senior management within their station(s).

Mr. Elwood states that, “For the past 10 years my company has been dramatically strengthened by adopting Claflin University, South Carolina State and Benedict College as Universities; which has helped our company to solidify our brand, while growing revenue, year after year.”



Mr. Jim Winston, President of NABOB states “When the subject of partnering with HBCU’s came up at our recent Conference, several members stated that they currently have relationships with their local HBCUs, and they stated that such relationships are very beneficial to the schools and the stations. The membership encouraged members who do not have such relationships to develop them. I am delighted that Personal Selling Principles and Harvey Elwood have

The “Adopt a HBCU” program is designed to connect NABOB members with the rich talent pool at America’s HBCU’s.

**NABOB’S support will consist of:**

- A program guideline on ...How To Get Started!!!
- Mr. Elwood will mentor your company for one year
- Partnering companies will be promoted in a MSI Digi Letter
- Partnering companies will be featured on a NABOB webinar

**Winston** concluded "NABOB's growth is intimately tied to developing the next generation of media executives, who go on to own and grow the African-American share of America's technology and media boom”.

NABOB is the only trade organization representing the interests of African-American owners of radio and television stations across the country. The association was organized in 1976 by a small group of African-American broadcasters who desired to establish a voice and a viable presence in the industry to address specific concerns facing African-American broadcasters. The NABOB Foundation was created to help prepare the next generation of broadcast station owners and managers. More information about NABOB can be found at [www.NABOB.org](http://www.NABOB.org).

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**CONTACT:**

NABOB is here to serve you. Please don't hesitate to contact us.

**James L. Winston**

President

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