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Q&A WITH SGA-ELECTS

BY JAIR HILBURN, EDITOR-IN-CHIEF

&

ISAIAH JOHNSON, MANAGING EDITOR

Jair: What made you want to run for your position?

President-Elect John P. “Trey” Bowers: It all started when I first came to Morehouse during Admitted Students Weekend and I saw Johnathan Hill, our 85th president of SGA and as a senior in high school I aspired to be that. So knowing that was my goal and seeing that I can actually give back to people that was really my drive.

VP-Elect Alexander

Cherry: My biggest thing was the genuine connections that I’ve been able to make with my positions here on campus. Honestly, I didn’t know I was going to run for SGA till January. But I’ve come to grow with it and it has been one of the best decisions that I’ve made. I’m happy that the student body decided to put me in this role because I know we’re going to do a lot of good work next year, and that’s what’s it about doing the work for the students.

Jair: What was your platform and why did you choose it?

Trey: So I feel like being transparent, as well as being your authentic self, you have to give a piece of yourself to whoever you’re trying to be. I’m not going to run on a platform that’s really concrete politician because we’re 18 to 24 years old. So I realized that I wanted to go a little bit on the other side, everyone knows that I’m a huge Drake fan and I was thinking what album I can do a spin off of and give back to Morehouse. I found take care and that’s where it really came from, the aspect of taking care and putting effort into our brothers in a family oriented space.

Alexander: For me serving as the junior class president has really opened my eyes and that’s why my platform - Campus United - is the way it is. My focus serving as junior class president was not only to



SGA PRESIDENT-ELECT JOHN P. BOWERS. // PHOTO BY JAIR HILBURN

Q&A WITH SGA-ELECTS

(CON'T.)

serve in the dream class capacity, but also to work with the class counsel presidents John Richmond, Ron Clark and Michael McGirt as well. I feel like if I can do that as junior class president then I can do that serving as vice president as well. So in my platform uplift is really about working with the class counsel's because they'll be more effective when we put emphasis on their presences and platforms next year.

Isaiah: Are there any plans on doing outreach to other schools in the AUC? If so what does that look like?

Trey: We would really love to work with Morris Brown's SGA but we're not sure what that will look like. We'd also like to have a better working relationship with Clark and Spelman's SGA and my idea of that would be having AUC talks, because if you really want to have AUC unity we should all be able to come together and speak about the problems we have in the African Ameri-

can community.

Alexander: And one one big thing, one very big thing that I really want to see happen next year is a get on the bus Atlanta, kind of in a sense, you know, we've been talking about it for years everybody was talking about on social media. But let's make the impact. And let's make it happen. Because we go to New York, we go to Chicago, we go to DC, but we're still Morehouse College

is still in Atlanta, Georgia at the end of the day, and there are still students and there are no more houses who don't know more houses within Atlanta. And that's an issue. And we talked about Morehouse being those servant leaders being the ones to give back to the community knows Black men that are supposed to lead the change. And so my big thing here is let's do things right here. About 5-10 minutes from us. Let's go to some middle schools that goes from elementary schools. And we can even go over to Fulton County, Clayton County, Dekalb County.



SGA VICE PRESIDENT-ELECT ALEXANDER CHERRY//PHOTO BY JAIR HILBURN



SGA PRESIDENT-ELECT JOHN P. BOWERS & VP-ELECT ALEXANDER CHERRY SPEAK TO A TOURING GROUP.//PHOTO BY JAIR HILBURN.

SGA PRESIDENT-ELECT, VICE PRESIDENT-ELECT TALK ABOUT FUTURE

BY JAIR HILBURN, EDITOR-IN-CHIEF

After weeks of campaigning, the student body has elected the students that will lead them and Morehouse into a new age. Junior John “Trey” Bowers was declared to be the 88th Student Government Association (SGA) President-elect on April 1 after a run-off, and Junior Alexander Cherry was elected to serve as the 83rd SGA Vice President-elect on March 26.

After winning the election there are so many emotions that could be felt and so much that one could say. Even though this is something that Bowers has wanted since his freshman year, he was “speechless and full of excitement.”

“I was in celebration with friends, and to be honest it still feels like a dream,” Bowers said. “This has been a goal of mine since freshman year, which motivates me to begin serving the Morehouse student body.”

While they are still in the transitional period, there are plans being made to ensure that SGA is ran efficiently for the upcoming year.

“It’s my hope that Trey and I will be able to meet with the current administration and begin our transition,” Cherry said.

“We are looking to assemble a team of students who are going to work and push our agenda forward of making this campus whole again.”

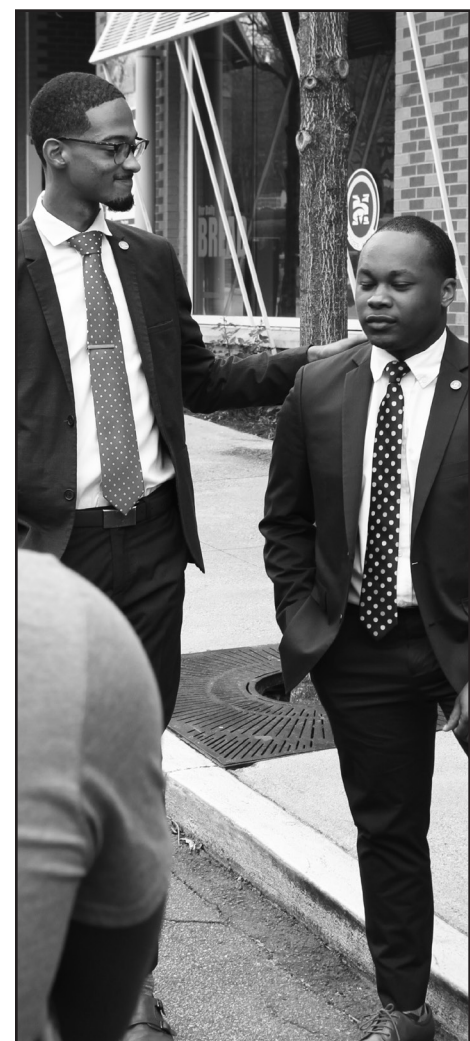
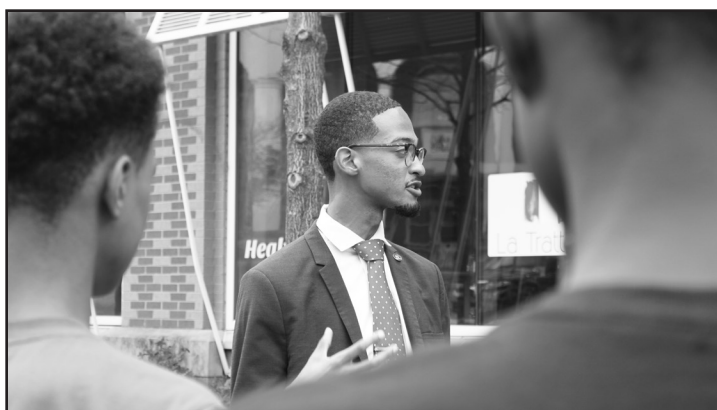
“In preparing for next year I’ll be reflecting on past experiences as student leader, and between now and the next academic year I’ll be studying past administrations to gather effective strategies,” Bowers said.

As the journey of election has come to an end, a new one begins.

“I’ve learned so much and grown tremendously throughout this process not just as a leader, but as a person,” Bowers said. “Now that I’m here I see it as starting a new journey and excited for what’s in store.”

And that journey has already begun.

“I can’t allow myself to get caught up in the hype that I forget we as an administration have a lot to plan to unite the campus through uplifting our class councils, networking with college administration, cultivating initiatives that accomplish the goal to be better than the day before and that is what is most important to me,” Cherry said.



AUC LIFE THROUGH A LENS: SGA-ELECTS

PHOTO STORY
BY JAIR HILBURN



TEACHING & TEETHING

MOREHOUSE PROFESSOR'S BABY-SITTING SKILLS GO VIRAL

BY ISAIAH JOHNSON, MANAGING EDITOR

Midterms can be a stressful time for college students everywhere, staying up late hours of the night studying class material while getting very little sleep. It can be more stressful for those that are dealing with personal matters outside of their academic studies, placing them in an even more difficult situation than usual. Those issues even make some students feel helpless.

However, one student was fortunate enough to receive a helping hand from someone that was already helping him remember algebraic equations. On March 1, Morehouse student Wayne Hayer came to his algebra class with his infant daughter after being unable to find a babysitter. Dr. Nathan Alexander, his Math professor, stepped in and offered to care for his child while he took notes during his class.

Hayer's classmate, Nick Vaughn, took pictures of their professor holding the child and shared the now viral photos on social media later that day. Vaughn's photos highlighted the professor's act of kindness.

"My student, Wayne, was in need," Alexander said. "My way of responding was to say I would rather have you here getting ready for your exam than at home not getting ready for the exam."

Alexander wants all of his students to do well in his class, so if that meant holding a student's child while he took notes on his lesson, then that's what he will do.

"As professors and teachers, we all have our own way of doing things, but we all learn how to support," Alexander said. "As faculty members, that's our main role and goal here."

The love and support of Alexander's actions were felt everywhere. Morehouse President David A. Thomas gave his stamp of approval after seeing the post online, calling Alexander's actions a form of love and commitment. The post even caught the attention of television stars Oprah Winfrey and Ellen DeGeneres, who have expressed their desire to interview Hayer, Alexander and

Vaughn on their shows. Neither appearance has been solidified yet.

Though personal matters may be going on outside of school, it's important for students to remember that there will always be people who understand and are willing to help in their own way. Your support system can even be someone who teaches you the Pythagorean theorem.



DR. ALEXANDER HOLDS INFANT DURING CLASS.//
PHOTO COURTESY @ORIGINAL_VAUGHN

20 Questions

- 1.) How are you going to break the rules and still lose the election?
- 2.) Was the voting booth worth it?
- 3.) Are we ever going to get this 24/7 study space?
- 4.) What happened to that money from "A Dollar and A Dream"?
- 5.) Actually, what happened to "A Dollar and A Dream"?
- 6.) Which do You Prefer: "The Lux" or MaroonTigerMedia.com?
- 7.) Matter of fact, what is "The Lux"?
- 8.) Are you going to Jouvert?
- 9.) Who's taking the crown for Miss Maroon & White?
- 10.) What about Miss Spelman?
- 11.) Are y'all ready to graduate?
- 12.) What needs to be fixed more - the elevators or the washing machines?
- 13.) Are you ready for the rest of probate season?
- 14.) Which line are you most excited for?
- 15.) Can you still wear your paraphernalia while suspended?
- 16.) Who REALLY funded Get on the Bus?
- 17.) What's replacing Papa John's?
- 18.) When are we going to replace anti-LGBTQ Chick-fil-A?
- 19.) Y'all thought you had to campaign for Man of the Year?
- 20.) Are you ready for Man of the Year?



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SPEAKS AT FORBES**BY TORRENCE BANKS
NEWS EDITOR

Democratic presidential candidate Kamala Harris spoke in front of thousands at Morehouse College's Forbes Arena on March 24. Several other members from Georgia's Democratic Party joined her on stage for support, including Congressman Hank Johnson, State Representative Erick Allen and House Representative Karen Bennett.

The rally gave those in attendance the ability to learn more about Harris and hear her platform in person.

"I am very excited about her energy," trial lawyer Stephen Shea said. "I still say that I'm in the learning process. I like the policies that she talked about, but I want to hear more. I understand that this is early in the game, so she is just introducing herself to us."

Spelman student Maya Perkins said, "I attended the event because I saw an opportunity to learn more about Senator Harris' platform. I got to hear her platform from her. A lot of times, we get our information from second-hand sources."

Harris was introduced on stage by current member of the Gwinnett Board of Education Everton Blair. Once on stage, Harris confidently discussed political topics such as equal opportunity for Americans, increasing teachers' pay, the state of America's economy and climate change. She also talked about her reasons for running for president.

"Let me be very clear with everybody, I fully intend to win this campaign," Harris said.

Harris cited her mother as a major reason why she decided to run. Harris' mother expected her to find the solutions to her problems.

"She was the kind of parent where if you ever came home complaining about something,

the first thing she would do would be to look at you and say, 'Well what are you going to do about it?' So I decided to run for president of the United States."

Perkins said, "My favorite thing that she said was that I fully expect to win this campaign. As black women, we are seen as aggressive and angry. We are not always able to show our confidence without falling into one of those stereotypes."

The rally started off with New Deal Democrats President Julian Arriola-Hemmings giving a speech. The Bronx native described his upbringing and how it will take many people to make the wanted change in America.

"I've seen my brothers whose dreams of D-1 [Division-I] colleges turn to street nightmares as they were targeted by police because of the color of their skin and a hoodie," Arriola-Hemmings said.

Georgia House District 89 Representative Bee Nguyen showed how she could relate with Harris. In her own speech, Bennett made sure to include how another four years with Donald Trump as president would make a negative impact on the United States.

"And now about Senator Harris, I feel connected to her as a woman, a woman of color and as a daughter of [an] immigrant mother," Nguyen said.

"We can't take another four years of the nonsense," Bennett said.

Allen spoke about Harris' career as an fearless advocate for justice. Johnson brought up Atlanta's history as being the home of the Civil Rights Movement, which included a reference to civil rights leader Martin Luther King Jr.'s time at Morehouse. Allen spoke about the

history of great leadership coming from HB-CUs.

“Throughout the senator’s career, she has been a fearless advocate and for the voiceless and the vulnerable,” Allen said.

“The unfinished work of Dr. King involves the fight for equality, freedom, justice

and the opportunity for all,” Johnson said. “It’s about the battle for honesty, decency and the preservation, protection and the advancement of the human spirit.”

CAN “APEX LEGENDS” DETHRONE “FORTNITE” AS GAMING’S NEW CRAZE?

BY SHAKIM MUHAFIZ
STAFF WRITER

It’s taking the gaming world by storm. The new battle royale game is looking to dethrone the popular game “Fortnite.”

The new game “Apex Legends” (Apex) is bringing in a bunch of gamers. During its first weekend, it brought in 11 million players. The game is seeking to become the new best battle royal. It could be only a matter of time.

The difference in the two is the gameplay. Fortnite has a third person point of view while Apex has a first person point of view. A difference that Apex thinks can make them number one.

“Personally I’m not a big fan of battle royale games,” freshmen Joshua Lambert said. “But, I really found myself enjoying Apex, because they use the same system as Titanfall.”

Apex using the same system as Titanfall has made the transition to playing Apex easier for some gamers. Having that different aspect may have helped their chances to get pass Fortnite as the top battle royale game.

“It’s a new take on the battle royale,” Joshua Curry said. “It feels like a single play

FPS [First Person Shooter]. It’s not like Fortnite, it’s not like PUBG. It is own unique battle royal.”

Apex versus Fortnite debate has been an interesting one. Apex broke Fortnite’s record of 10 million players in week. They brought in 25 million in their first week.

“Apex has it over Fortnite,” Christopher Goolsby said. “Apex needs to keep its originality unlike Fortnite... If ain’t broke don’t fix it.”

Fortnite has been accused of stealing dances from artists. With Apex, it hasn’t been a problem so far. Originality is something that some players want from Apex and not adding all the extra stuff like Fortnite.

The battle royale debate continues today. Fortnite might still have the notoriety, but Apex is looking to make a push to the top.

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BEING BLACK IN HOLLYWOOD

BY AMIETEE FOUNDJING
STAFF WRITER

Hollywood is a symbol of success in America, where many dreams and come-up stories manifest. So for a Black person to escape their crabs-in-a-bucket environment and reach such stardom is always a win for the community – one would think.

With all its seemed perfectness, it is easy to think Hollywood is void of all regular society's destructive attributes. Yet, wherever a large and profitable industry exists so does a power dynamic, and if you know anything about the history of America, Black people are usually getting the short end of that stick. Some of our favorite Black personalities are still jumping through hoops to stay afloat in the industry.

Not much has changed in Hollywood over time. There are still significant disparities in the types of roles, salaries, and recognition between Black people and white people. Taraji P. Henson is on the record saying how she received less than 2 percent of co-star Brad Pitt's million-dollar salary for playing the adoptive mother in the movie "The Curious Case of Benjamin Button."

On top of that, Henson had to pay for her own location fees while the two white actors above her on the call sheet were taken care of. Mo'Nique, another household name, has been blackballed by Hollywood as of late after publicly calling out the industry for valuing female comedic acts less than their male counterparts. To Hollywood, Mo'Nique is just another "angry Black woman."

It is clear Hollywood has an agenda and that is to produce the most unthreatening content, make money, and then reward those who get with the program.

Ever wonder why things are al-

ways called "too Black" but never called "too white"? Yes, there are black directors like Tyler Perry, Lee Daniels, and Jordan Peele who are very successful, but a big reason why they are so successful and receive financial support from big production studios is that their content does not threaten Hollywood's agenda.

Most of their content, like Perry's Madea films or Daniels' "Empire," portray Black people in dysfunctional situations and do not promote any real Black agenda. Black directors, in general, do not have a lot of freedom in Hollywood, which results in a lot of the aforesaid watered down and "safe" material. A white director can have a string of box office failures and still find funding, but black directors do not have this same luxury of an infinite margin of error. We may have people of color at the top of their games but that does not mean they represent us, especially when it is white suits that choose them.

The same misrepresentation happens at award shows like the Oscars and Grammys. Black celebrities are persuaded to show up, being the media magnets that they are, only to be robbed of every deserved category.

For example, at the 2019 Grammys, Kacey Musgraves won Album of The Year for her project "Golden Hour," beating out other notable projects like "Invasion of Privacy" by Cardi B, "Dirty Computer" by Janelle Monáe, and "Scorpion" by Drake. Considering all those artists' popularity and reputation, it is hard to think Musgraves, someone virtually unknown to the culture, took home the trophy. But in the end, the white programs still get their ratings on the backs of empty-handed black celebrities.

Another one of Hollywood's more

covert agendas is its attempt to emasculate black men. Black men are repeatedly put into uncomfortable situations by white directors and producers. Dave Chappelle infamously left Hollywood and America entirely in 2005 after he was pressured to wear a dress as a part of a movie.

Hollywood is well known to do this at some point in every successful black comic's career: Martin Lawrence in "Big Momma's House," the Wayans Brothers in "White Chicks," and Tyler Perry in "Madea."

Black men are emasculated offscreen as well. Last year, Terry Crews shared his story about how talent agent Adam Venit sexually assaulted him by grabbing his genitals twice at an industry function. Black men in Hollywood often find themselves in a catch-22, if they play along they lose their dignity and if they rebel they are ostracized.

Even in film, Black men are sexually stigmatized and are not allowed to be real lovers on camera. James Bond is celebrated for sleeping with a plethora of women and is considered a renaissance man but dare a black man to step into the same role. This is why Idris Elba starring as the next 007 was nothing more than a fantasy.

Hollywood has made it clear that Black people, regardless of how much we contribute, are still guests. For the narrative to change black people need to aim for higher positions in the industry rather than focusing on being in front of the camera all the time. But if we can find a way to pool our resources and work together harmoniously we may not even need Hollywood.

Maybe an all-Black Hollywood is the way to go.

CLIMATE REALITY, MORAL CALL TO ACTION

BY JOSHUA BURRELL
STAFF WRITER

Over 2000 community leaders, activists and students travelled from all over the world for the three-day Climate Reality Project Convention at the Georgia World Congress Center on March 14. Guests came to understand how to correct the current climate crisis while encouraging environmental justice in Black and Brown communities.

The convention included panel discussions led by former Vice President Al Gore, presentations on climate change statistics, and even a guest appearance by comedian Pete Davidson.

Gore spoke at the afternoon press conference and at “A Moral Call to Action on the Climate Crisis” discussion in the evening at Ebenezer Baptist Church. Other speakers included President of the Poor People’s Campaign Bishop William J. Barber II, Senior Pastor of Ebenezer Baptist Church the Rev. Dr. Raphael G. Warnock ’91, Southeast Regional Representative of Indigenous Environmental Work Mary Crowe, Roswell Community Masjid Imam Arshad Anwar, Dr. Gerald L. Durley, community organizer Danielle Bailey-Lash and interfaith religious leaders of every race from across the country.

“We can’t let people divide us on lines of race, or income or political affiliation,” Gore said.

The Climate Reality Project Convention was both harrowing and hopeful. In Gore’s slideshow presentation, it was stated that the Earth’s

future is in jeopardy due to years of manmade pollution regulated by people who profit from it. Panelists agreed that urbanization has contributed to greenhouse gas emissions that increase global temperatures and cause catastrophic weather that destroys poor communities.

After addressing how industrialization has affected Earth, Gore presented three questions to humanity: Must we change? Can we change? And, will we change?

“Evidence is necessarily hard to take on board,” Gore said. “Consequences are severe and many people suffer.”

Panelists said impoverished and poor communities disproportionately suffer from the effects of pollution and climate change. Emissions from factories and pipelines endanger nearby communities and proliferate ozone deterioration. Black and Brown communities in America are targeted because of low property values in urban areas which allow large corporations to buy land and exploit communities by promising jobs in dying fossil fuel industries.

“They’ve kept us poor and polluted us,” GreenArmy founder Lt. Ret. Russel L. Honore said. “What’s a trade-off? A job or your child’s health?”

Speakers at the convention agreed that fighting environmental injustice begins with organizing but ultimately relies on voting. They said the climate crisis results in part from con-

sumers’ overconsumption of fossil fuel energy, and politicians and business owners making short-term decisions for individual long-term capital benefits.

Gore, Warnock and Barber believe that conscientious voting is the solution to self-centered politics. More people, specifically younger and impoverished groups, need to vote, but voter suppression strategically disenfranchises Black and Brown communities.

“One reason for voter suppression and evil doing is to prevent people of color from getting to the ballots,” Gore said. “It’s a way to let in pollution to these communities. To solve the climate and pollution crisis, we need to solve the democracy crisis.”

Regardless of social differences, every voice behind the pulpit spoke with hope that global communities unite for a healthier Earth. They believed that by organizing in favor of sustainable energy and advocating for voter equality, there’s still hope for the planet.

“We only have one Earth,” Rabbi Lydia Medwin said. “We’re only one people on one Earth.”

The consensus among the speakers was the bottom line is for humanity to survive on Earth, everyone must change their approaches to energy consumption, nutrition, politics and community before it’s too late.

“US” AND THE SECRETS WE LEAVE BEHIND FOR BETTER FUTURE

BY DEANDRE WASHINGTON
STAFF WRITER

And here we are, on the ride back to campus after seeing “Us”: the latest film from the mind of Jordan Peele. All bodies in the car debate about the meaning of the movie, music is playing, and then there’s me — quiet at 2:45 a.m. with my own thoughts about the movie and how we redefine our identities in an effort to forget another.

The movie follows the Wilson family of four lead by Adelaide Wilson; returning to the beachfront that shaped the person she grew up to be. With hopes to show her family a familiar place in her childhood, Adelaide and her family soon find themselves fighting for their lives against their doppelgängers.

The plot thickens when the Wilson family discovers that the entire world is filled with doppelgängers sent out to kill their original selves in an effort to form a massive human hand to hand link amongst themselves. The human link would soon be known as Hands Across America — an initiative that started in 1986 to promote the end of hunger and homelessness in America.

Given that it was a failed experiment, the doppelgängers were kept hidden by the government until a younger Adelaide — while on a beach trip with her parents, ends up finding her own doppelgänger at the funhouse hall of mirrors. It isn’t obvious until later on in the film that Adelaide didn’t

actually leave that funhouse back in 1986. It was Adelaide’s doppelgänger that switched places with her in an effort to have a life she knew wouldn’t be possible had she remained complacent and hidden away.

Lupita Nyong’o sets the stage as both protagonist and antagonist as she faces herself. The beautifully jarring part about this aspect of the story lies in that you don’t know who’s more justified in their actions. There’s Adelaide, a woman that must make quick decisions in order to protect her family. And then there’s Red, the mirrored image of Adelaide committed to reminding Adelaide — and viewers that you can’t hide who you really are when facing yourself.

This isn’t to spoil or disrupt the confusion some may have about what we all saw or will come to see in this movie. But this is to say a large part of the film left me wondering how we hide our former selves more often than not to recreate who we are. How the mind warps itself to forget our past to make sure the unknown waters we dive into remain still.

Jordan Peele started a conversation that he chooses not to join in on. It isn’t his job to tell us what “Us” is about. And in saying that I mean that Jordan Peele can’t talk to us about ourselves and our pasts given that we’re the only ones who know them. We’re the only ones who have to face the reflection at the end of it all. How the mirror cracks

depends on how much we are taken aback at the sight of our own image(s).

Throughout the course of the movie, Adelaide’s character develops similar traits to that of the doppelgängers. And those moments lead me to the same fear the son had when staring at his mother. Did I witness a woman protecting her family from themselves? Or did I just witness a woman trying to get hold of a life stolen from her before she got to live it?

Yes, this film is amazing. But only if you allow yourself time to process what you see. And don’t go see this film fetishizing about if this is an authentic horror film because then you’ll miss the joy of a good horror movie.

The biggest takeaway from this film is that there are answers to the questions we leave having. But it’s more important to form dialogue and build what you believe is the point to the madness that goes on. Once that happens, your answers will follow suit.

We selectively choose to share ourselves with the next person. In some way this selectivity comes out of protection — but from who? I’m not sure if Jordan Peele wants us to accept what was and move on or face the reality that I am who I am. No matter how much we reconsider the possibility of a new life, the one we try to forget about lingers in wait to remind us that there isn’t a new life without accepting the one you run away from.

THE NABOB MEDIA SALES INSTITUTE AT THE AUC

JUNE 3 - 13, 2019



What Is The MSI? The Media Sales institute (MSI) is an intense, ten-day sales training program for desirous college graduates, career changers and military personnel (post 9/11) who are passionately interested in pursuing a career in media sales. The curriculum is designed to prepare talented individuals with diverse backgrounds for positions in radio, television, cable, print, digital and interactive sales. Industry recruiters will observe candidates present *real-world* sales presentations and interview candidates for entry level AD sales positions with major corporations. At your convenience, visit www.themsi.net and view the MSI at the AUC video.

Why A MSI? The MSI was created to address the media industry challenge of ensuring a diverse workforce. In order to meet this, challenge the industry needs a large base of qualified and diverse candidates. The MSI is the best long-term plan to recruit highly qualified and diverse entry-level employees. The MSI is an affirmative and proactive way to recruit future sales executives into the media industry. MSI candidates are pre-screened and have demonstrated a strong desire to pursue a career in media sales.

Who Can Apply? Eligible applicants for the 2019 MSI include military personnel (post 9/11), career changers and college graduates with an interest in a media sales career. The MSI is open to all majors. The MSI is *not* an avenue for individuals interested in pursuing any media career other than media sales.

Is The MSI Free? Yes! The MSI will be underwritten by the National Association of Black Owned Broadcasters Telecommunications Education and Management Foundation (NABOB) and their partners. Accepted applicants will receive a full scholarship to cover the cost of tuition, books, room and board (for out of town participants).

Note: Scholarships do not cover the cost of transportation to attend the MSI.

Hosts:

Morehouse College

The Atlanta University Center Consortium Partners (AUC)

(Clark Atlanta University, Morehouse College, and Spelman College)

Led by the Marketing Department at Morehouse College in Atlanta, Georgia

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- How an Advertising Agency Works
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- Presenting Your Plan

DAY 3: Television Industry

- The Television Advertising Bureau (TVB)
- Nielsen Ratings: Sessions I & II
- Television National Sales
- How to Be Successful Selling Television in a Local Market

DAY 4: Radio Industry

- The Radio Advertising Bureau (RAB)
- Nielsen Audio Measurement & Software
- The Marketing of Programming
- Radio National Sales
- How to Be Successful Selling Radio in a Local Market

DAY 5: Cable/Digital Industry

- The Video Advertising Bureau (VAB)
- Trends of the Cable Marketplace
- Understanding Digital in Cable Sales
- How to Be Successful in Local Cable Sales
- Prioritizing Your Money

DAY 6: Digital/Interactive/Print Industries

- The Analytics of Media
- Monetizing Media Analytics
- How to Sell Digital/Interactive/Print
- Manage Your Success by...
Targeting the Right Clients

DAY 7: Unspoken Details to a Successful Career

- Business Ethics
- Corporate Cultures
- Presentation Practicum Schedule
- Assignment of Presentation Order

DAY 8: Presentation Review Practicums

- Candidate Presentation Review(s)
- Candidates Finalize Needs for Presentation
- Candidates Receive Meet & Greet Grids

DAYS 9 & 10: Candidate Presentations

- Coffee & Danish - Recruiters and Candidates
- Introduction of Candidates
- Welcome to Media Companies
- Candidate Presentations
- Recruiter & Candidate Luncheon
- Recruiter & Candidate Private Meet & Greets

DAY 11: Graduation

- Helping You...Understand You!!!
- NABOB - Your Future in Media Sales
- Graduation Ceremony

Start your media sales career in
10 days!

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