

MABviews

The latest broadcasting news, views and announcements

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MABViews

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1st annual MAB Golf Tournament

We are in the planning stages for our very first Mississippi Association of Broadcasters Golf Tournament!

Are you a golfer?

Want to play?

Want to help us plan?

Join us on June 23rd at 10:00 am
at the MAB office.

403 Towne Center Blvd, Ridgeland, MS
(second meeting July 21, 2022 if you are not able to participate in
this meeting)



*It is with heavy hearts
we announce
former Mississippi Broadcaster
Robert Denny Ainsworth
recently passed away.*



Find us on Facebook!
Mississippi Association of Broadcasters



Find us on Instagram!
Msbroadcasters

Fellowship Winners

We are very excited to bring back our fellowship program to educate faculty about today's broadcast media environment.

These individuals were chosen and were matched with their requested stations.

Victoria Bailey – Mississippi State University – WCBI

Chuck Cook – University of Southern Mississippi – WDAM

David Garraway – Mississippi State University TV Center - WLOX

Lindsey Maxwell – University of Southern Mississippi – WDAM

Jonathan McGowan - University of Southern Mississippi - WLOX

Don Spann – Jackson State University - WLBT

Toni Terrett – Alcorn State University – The Radio People

Did you know?

Legislative Support – A key component of member services is legislative support. It is provided through our lobbying efforts both here in Mississippi and in Washington.



Save
The
Date



MAB Annual Conference
Sept 13-15th
IP Casino Resort and Spa
Biloxi, MS



*Third
Thursday*

The MAB is happy to provide members with another series of "Third Thursday" webinars in 2022. All these webinars take place on the third Thursday of most months and each will start at noon central.

JUNE 16

**How to Stand Out Amid Media Competition and Digital Fragmentation
with Karen Morriss, Director of Client Services –
Research Director, Inc.**

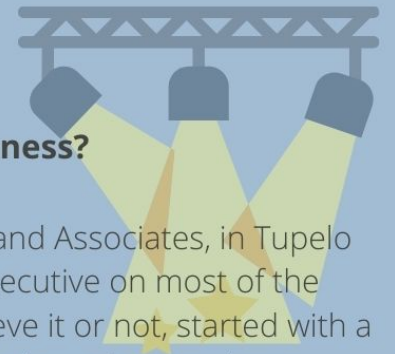
June 16, 2022 12:00 PM - 1:00 PM (CST)

The member code to register for free is NASBA2022.



**Raymond Jourdan -
General Manager
The Radio Group**

SPOTLIGHT



How did you get started in the business?

In 1991, started working with Robinson and Associates, in Tupelo Mississippi as a media buyer/account executive on most of the McDonald's business in Mississippi. Believe it or not, started with a pencil and spreadsheet to develop media buys for our clients. Attended McDonald's Corporations media school, to be submerged with all the acronyms of media. Plus, was taught the tools to execute successful promotions, building product promotions and creating customer awareness, quickly. Working at Robinson & Associates, Inc for 26 ½ years as Account Supervisor, provided the opportunity of

working with many of the Mississippi Association of Broadcaster members throughout the state, doing advertising, promotions, product sampling and building our clients sales and transactions. Scott Bebout found me on the free agency market and brought me into the radio industry. Firm believer in the power of our media in this state to make a difference for our clients and supporters.

What do you like most about your job?

Every day is a GREAT day! Actually, every day is a different and entertaining day. Biggest pleasure is creating a positive impact on everyone and our communities. Everyone has a something they are nurturing and trying to grow, get off the ground or building a spectacular wow factor. Building businesses, events, promotions, community activities, special projects, awareness projects are a key responsibility to our stations. It is my drive to make everyday a positive day for our team members, our clients, our communities and North Mississippi.

What career would you choose if you weren't in broadcasting?

Perfect world, create Apple or Bitcoin. Okay dream is over. Actually, if we are talking perfect career as you would dream, I would enjoy owning and running an outdoor adventure company. Perfect world with no worry of cost, insurance or lawsuits. Being an adventure adrenaline type person, I have a group of friends, that push each other to make a difference in our community and our lives. As a group, we go whitewater rafting (5 Class V rapids in one hour) in West Virginia, snowmobiling 150 to 200 miles in West Yellowstone per day (seeing many BEAUTIFUL views) in February, all types of water sports and boating on Pickwick Lake and canoeing down the Mississippi River, each Fall (usually about 150 miles each trip). To relax, with friends or my wife, glamping, farming, fly fishing, sporting clay shooting, traveling or cooking outdoors. Actually, all of the previous activities help with my current job. To achieve your goals, you must do your homework, prepare your plan, have a strong positive attitude, execute your plan and have a great team to succeed in any area of life.