

MABviews

The latest broadcasting news, views and announcements

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MABViews

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1st annual MAB Golf Tournament

*To support
scholarships and fellowships*



October 20, 2022

The Refuge

Visit our website to register!

1:00 Shotgun start

Registration on site 11:30-12:30

\$500 per team / \$125 per player

Lunch Provided



Golf Tournament Sponsorship

Cost: \$1,250

Includes:

All fees for 4 players

(or 3 players plus a celebrity team member),

Lunch for all team members

One mulligan/pro drive package per team

(package includes 1 pro drive for front 9 and 1 for the back plus 4 mulligans -- 1 per team member)

Cost: \$2,000

Includes:

All fees for 3 teams

Lunch for all team members

One mulligan/pro drive package per team

(package includes 1 pro drive for front 9 and 1 for the back plus 4 mulligans -- 1 per team member)

Promotion:

MAB website, MAB newsletter

MAB social media

sponsor banner/display at event

golf cart screen

Hole Sponsorship - \$200

Promotion: golf cart screen or printed sign



Upcoming Dates: **October 15** **Scholarship Deadline**
October 20 **MAB Golf Tournament**
November 10 **MAB Student Conference- JSU**

Third Thursday

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

10/20/2022 - Legal Focus

October 20, 2022 12:00 PM - 1:00 PM (CST)

The member code to register for free is NASBA2022.



Spread the word!

MAB now has a scholarship!

The application is LIVE on our website!

The deadline is 4:00 pm October 15th!!!



WDBD NAMES PATRICE CLARK AS 9PM NEWS ANCHOR

A GRADUATE OF NICHOLLS STATE UNIVERSITY IN THIBODAUX, LOUISIANA, DURING COLLEGE SHE WORKED AS A REPORTER/ANCHOR FOR HER COLLEGE TELEVISION STATION AND KTIB LOCAL RADIO STATION.

UPON EARNING HER DEGREE IN JOURNALISM, CLARK RETURNED TO HER HOMETOWN TO START HER CAREER AT WWL IN

NEW ORLEANS, THEN MOVED ON TO WLOX IN THE BILOXI/GULFPORT MARKET, BEFORE JOINING THE NEWS TEAM AT WLBT, AND LATER FOX40. "PATRICE IS A SHARP JOURNALIST," COMMENTS WDBD VICE PRESIDENT AND GENERAL MANAGER, RAMONA CLAY ALEXANDER. "WE ARE SO EXCITED FOR THE QUALITY OF REPORTING AND ANCHORING SHE BRINGS TO THE TABLE."

WHILE AT FOX40, CLARK HAS WON SEVERAL JOURNALISM AWARDS AND GRADUATED IN 2019 WITH A MASTER'S IN MASS COMMUNICATION FROM JACKSON STATE UNIVERSITY.

DEAR MAB MEMBERS,

DID YOU KNOW THAT YOU GET FREE BROADCAST TRAINING FROM P1 LEARNING!? LITERALLY, IT'S FREE.

...and features these two guys. 



ABOUT SPEED & SWAGGER

WEEKLY REVENUE TRAINING



Each Monday Speed and Swagger send out a weekly video (under 10 minutes) directly to your inbox and address your everyday real-world sales challenges while mixing in a bit of motivation.

CLIENT

TESTIMONIAL

"I appreciate the weekly motivation; I work at a small station and I'm a sales force of one, so I have no one else to give me perspective of my job. Speed & Swagger are the best colleagues I have!"

BECOME AN MAB MARKETING PRO - NEW



MARKETING PRO CERTIFICATE

The MAB Marketing Pro training program from P1 Learning is designed to meet you where you're at in your career and reward you for the expertise you gain.

Each level of the P1 Learning Marketing Pro curriculum (Bronze, Silver & Gold) will challenge you to grow your clientele through hands-on learning materials that apply to your current sales situation. Start earning your MAB badge today!

LEARN MORE @ [P1LEARNING.COM/MISSISSIPPI](https://p1learning.com/mississippi)



You can find more
photos on our
facebook page



MAB CONFERENCE WRAP UP

Your board of directors started the conference on Tuesday with a board meeting and some one on one time with Secretary of State Michael Watson. We then all met at the top of the IP Casino for fellowship and networking.

Wednesday morning began with a hot breakfast and general meeting, followed by breakout sessions on P1 learning, video streaming, being an ATSC host station, presentation skills, Nextgen TV and more. At lunch we were introduced to the board of directors through their "walkout songs" and followed by keynote speaker Pam Confer discussing circle shifting and loads of door prizes! The afternoon was filled with more breakout sessions on multiple subjects such as cybersecurity, protecting your revenue and reputation, and marketing and advertising. The 2022 MAB annual conference was a huge success thanks you to all of you!

Be sure to join us in Natchez for our next conference September 26-27, 2023!

Amanda



RaMonna Alexander-
WDBD Fox 40



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Mississippi Association
of Broadcasters



Find us on Instagram!
Msbroadcasters

SPOTLIGHT

How did you get started in the business?

I was always fascinated with television and how it works. However; some friends dared me to apply for a job as a Jr. Account Executive that was advertised at WJTV. I love a challenge; took them up on the dare and GOT the job! Once I started working in sales, the broadcast bug bit me and I was completely hooked!

Tell me something no one knows about you...

I am a very shy person.

What do you like most about your job?

Everything! Serving our local community, assisting businesses to grow, providing local news especially those in rural areas, and mentoring the future, those internally and externally.

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

Great question....probably a civil rights lawyer, fighting for those less fortunate than myself.