

MABviews

The latest broadcasting news, views and announcements

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MABViews

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Inaugural MAB Golf Tournament



1st place: WLBT
2nd place: WMDM



We are incredibly proud of our first student conference!
A huge thank you to Jackson State University
for hosting the event!
There were over 250 attendees; and we got great feedback!

STUDENT CONFERENCE





Congratulations to MeKiyla Brown of Alcorn University, Joel Norris of Mississippi College, & Loral Winn of University of Mississippi, as being recipients of this years MAB Scholarships.



Call for Entries!

Watch for the email about the annual awards entries!

deadline Jan 31, 2023



Jason White, Speaker Pro Tem, spoke to the board at the December meeting. Thank you Melissa Boswell Townsend for hosting us in Kosciusko!

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)



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SPOTLIGHT

How did you get started in the business?

My grandfather started our company in 1962. I grew up going to work with my father, Johnny Boswell, going to remotes, and as many concerts as possible. My very first job at the radio station was cooking hot dogs at remotes. I worked at the station throughout college as a salesperson. Not being at all prepared for the broadcast life, I quit shortly after I graduated from Mississippi State and was out of broadcasting for 10 years.

Meanwhile I had a variety of jobs, managed a kitchen at a senior care center, taught exercise classes, and became a pretty good seamstress specializing in custom home draperies and bedding. Doing whatever it took to make ends meet until I returned to the radio station.

What do you like most about your job?

There isn't much about broadcasting that I don't love. Mostly, I love the relationships I have made, with customers, listeners, community leaders, and other broadcaster.

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

If I were to do something different, I would pursue public speaking fulltime, another passion of mine.

Upcoming MAB Days on Campus



February 8 – JSU

March 22 – Ole Miss

April 6 – USM

March 9 – MSU

March 28 – Alcorn

April 12 – Belhaven