ISSUE 13 JANUARY 2023

# MABVIEWS

The latest broadcasting news, views and announcements

In This Issue

#### **Rising Above Summit**

Fanuary 25 & 26, 2023

## MAB Excellence in Broadcasting Awards

Fanuary 31, 2023

Entry Deadline
P1 Learning

**Upcoming Important Dates** 

### **Member Spotlight**

#### **MABViews**

601.540.2995

amanda@msbroadcasters.org

403D-3 Towne Center Blvd, Ridgeland, MS

39157

www.msbroadcasters.org



## Meet the Speakers!





## Rising Above is back with new and seasoned trainers that will get you prepared for 2023 and beyond. Save your seat today!

Day The MANAGEMENT & LEADERSHIP

LIVE STREAM BEGINS 11:00 AM CST

11:30 AM - Opening Remarks

12:00 PM - Brandeis Hall | 10 Things I Wish I'd Known Before Becoming A Manager

1:00 PM - Ryan Dearbone | Discovering Your "Why" Through Diversity, Equity, & Inclusion

2:00 PM - Arminda Lindsay | Your Next 5 Moves A Do-It-Now Strategy For Relationship Recruiting

3:00 PM - Paul S. Moehring | Light My Fire

4:00 PM - Speed Marriott & Derron Steenbergen | Q&A Session (with Special Guest Brandeis Hall)

BMI Industry Celebration Preview

SALES

LIVE STREAM BEGINS 8:00 AM CST

8:30 AM - Opening Remarks

9:00 AM - Chris Lytle | The Game of Selling: Are You Having Fun Yet?

10:00 AM - Tammy Wellbrock | Networking Beyond The Handshake

11:00 AM - Corey Elliott | How the Pandemic Has Changed The Business Environment & Marketing

12:00 PM - BMI Industry Celebration | Stephanie Quayle

1:00 PM - Jamie Aplin | What's the BIG Idea? The Key Ingredient to Closing More Deals

2:00 PM - Elizabeth Bernberg | Navigating Advertising in a Recession

3:00 PM - Mark Levy | Selling with ROI

4:00 PM - Speed Marriott & Derron Steenbergen | Q&A Session

Closing Remarks

It's time to enter to win an

MAB Excellence in Broadcasting Award!



Check your email for full instructions on how to enter!

Jan 31, 2023 DEADLINE!









#### FREE FOR MAB MEMBERS

VISIT PILEARNING.COM/MARKETING-PRO

#### A WEEKLY REVENUE SHOW CATERED TO SELLERS.

"Speed & Swagger: Ten-Minute Trainer" is a video training show unlike anything you've seen and features guest trainers both in and outside of broadcasting, answers user-driven questions all while wrapping in both tips and motivation in roughly ten minutes.



- Ability To Access Archived Training Shows
- Delivered Via Email Each Monday Morning
- Content / Topics Based On Your Needs

LOGIN OR REGISTER @ P1LEARNING.COM/MISSISSIPPI

#### SAVE THE DATES!



## MAB Days on Campus

February 8 – JSU March 22 - Ole Miss March 28 - Alcorn April 5 – USM

March 9 - MSU April 12 - Belhaven



## MAB Excellence in Broadcasting **Awards Dinner**

April 1, 2023 Old Capitol 7nn-Fackson



## MAB Golf Tournament

September 26, 2023 Natchez, MS



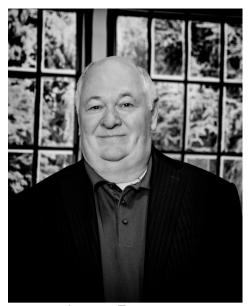
### **Annual Conference**

September 26-27, 2023 Natchez, MS



## Student Conference

November 14, 2023 75U E-Center



Larry Fuss Delta Radio



Find us on Facebook! Mississippi Association of Broadcasters



Find us on Instagram! Msbroadcasters

## **SPOTLIGHT**

#### How did you get started in the business?

I got a record player for Christmas when I was 4 years old. I would set it up and play music for my parents and my two younger siblings. My mother said I would even announce the titles of the songs I was playing. I guess it was a foregone conclusion I'd end up in radio. When I was 12, I stepped up my act by building a radio station in our basement and broadcasting to the neighborhood. I got my big break when I was 15 and was hired to work a Saturday night shift at a small station in Jackson, Georgia.

#### Tell me something that no one knows about you.

True story - I was once accused of trying to kill my ex-wife. I was tried and acquitted. That's all you need to know.

#### What do you like most about your job?

I enjoy working with local businesses and helping them grow and prosper when they advertise on the radio.

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

I'd probably be a hired assassin, traveling the world and killing people. For the right price, of course. Or, a big time radio talk show host, but Rush Limbaugh beat me to it.

IT IS WITH HEAVY HEARTS

WE ANNOUNCE

FORMER MISSISSIPPI BROADCASTER CHUCK STINSON

RECENTLY PASSED AWAY.