

# MABviews

*The latest broadcasting news, views and announcements*

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### Rising Above Summit

*January 25 & 26, 2023*

### MAB Excellence in Broadcasting Awards

*January 31, 2023*

*Entry Deadline*

### P1 Learning

### Upcoming Important Dates

### Member Spotlight

### MABViews

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## *Meet the Speakers!*

 CHRIS LYTTLE INSTANT SALES TRAINING	 ARMINDA LINDSAY MEDIA STAFFING NETWORK	 JAMIE APLIN CREATIVE READY	 BRANDEIS HALL RADIO ONE	 MARK LEVY REVENUE DEVELOPMENT RESOURCES
 PAUL MOEHRING REACHING NEW HEIGHTS	 TAMMY WELLBROCK GIRL TWIN SOLUTIONS	 RYAN DEARBONE 823 ENTERPRISES MEDIA	 ELIZABETH BERNBERG ADCELLERANT	 COREY ELLIOTT BORRELL ASSOCIATES

JANUARY 25TH & 26TH  
RISINGABOVESUMMIT.COM

94% WOULD ATTEND AGAIN!



**JANUARY 25TH & 26TH**

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

*Day One*

## 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

*Day Two*

## 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

**WWW.RISINGABOVESUMMIT.COM**

*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!***

## BECOME AN MAB MARKETING PRO



**FREE FOR MAB MEMBERS**

VISIT [P1LEARNING.COM/MARKETING-PRO](http://P1LEARNING.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.



**SPEED & SWAGGER**

• TEN-MINUTE TRAINER •

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

**LOGIN OR REGISTER @ [P1LEARNING.COM/MISSISSIPPI](http://P1LEARNING.COM/MISSISSIPPI)**

# ***SAVE THE DATES!***



## MAB Days on Campus

February 8 – JSU

March 9 – MSU

March 22 – Ole Miss

March 28 – Alcorn

April 5 – USM

April 12 – Belhaven



## MAB Excellence in Broadcasting Awards Dinner

*April 1, 2023*

*Old Capitol Inn - Jackson*



## MAB Golf Tournament

*September 26, 2023*

*Natchez, MS*



## Annual Conference

*September 26-27, 2023*

*Natchez, MS*



## Student Conference

*November 14, 2023*

*FSU E-Center*



Larry Fuss  
Delta Radio



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**of Broadcasters**



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**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.