

# MABviews

*The latest broadcasting news, views and announcements*

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Mississippi State University*

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### MABViews

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## Welcomes its latest Associate Member



bowden benefits group

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## TEN X MINUTE TRAINER NETWORK

### **P1 Learning On-Demand Training is now the Ten-Minute Trainer Network**

P1 Learning's training platform is getting an upgrade and going OTT. Their new innovative training platform is called the **Ten-Minute Trainer Network (TMT)** and will feature the content that you know and love from P1 Learning, Speed & Swagger (Speed Marriott and Derron Steenbergen), along with new content from top trainers both inside and outside of media.

What makes this upgrade great for MAB members is the new trainers you will now gain access to that the old platform does not have. The TMT Network has partnered with industry professionals in sales ([Instant Sales Training](#)), research and development ([Borrell Associates](#)), digital media ([AdCellerant](#)), creative ([Creative Ready](#)), recruitment ([Media Staffing Network](#)), management ([Executive Development Associates](#)) and more. And all of this content is available to you traditionally on your computer as well as on the Ten-Minute Trainer app (iOS & Android) so they can watch their favorite learning content anywhere at any time.

Access to the old platform is limited so make sure you register yourself for your new account by following a few steps.

1. Visit [https://www.tenminutetrainernetwork.com/orders/customer\\_info?d=MABMS&o=83130](https://www.tenminutetrainernetwork.com/orders/customer_info?d=MABMS&o=83130)
2. Fill out the form.
3. Start Watching!

If you have any questions about the new platform, please contact P1 Learning at [support@p1learning.com](mailto:support@p1learning.com).

# ***SAVE THE DATES!***



## MAB Days on Campus

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*

## WLBT WELCOMES NEW CLASS OF MEDIA TRAINING CENTER STUDENTS



Jackson, MS – WLBT ushers in a new class of students for its Gray Media Training Center program. Students selected to participate are receiving hands-on training to learn today’s best practices for a career in broadcast and digital journalism. With a focus on students attending Historically Black Colleges and Universities in Mississippi, this program was designed to improve diversity in media and improve diversity in Gray Television. This is the training center’s second class, led by program director, Michael A. White, Jr. “Five out of the ten students from the inaugural class secured jobs before graduating from the program and are currently working at Gray Television stations,” says White. “One student was hired in a top 30 market. It’s very inspiring for this new group of students to know that if they do a good job in this program, they might be able to jump start their career with Gray before graduating college.” “We knew this would be a great opportunity for students when we launched the program, but the amount of success for last year’s class was better than we could have imagined,” says Regional Vice President and General Manager, Ted Fortenberry. “So, we’re really just so excited for this new class of students and the future of the program.” Students can expect to graduate from the 15-week program in May of 2023, following in-depth training in news production, as well as all areas of television, including marketing, sales, and technology.

## MAB Board Visits Washington





Chris Marsalis  
JC Media - Radio



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## SPOTLIGHT

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

We bought two stations in our hometown because we were interested in radio and we have a vision of greatness for them.

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

I taught Physics, Biology, Environmental Science, and Technology from 92-98 at Ripley High School. I have 1/2 dozen former students who I have to call "Doctor" when I see them now.

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

Listening to music and producing high quality content. Being involved in the music industry.

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

Well Broadcasting is my 5th career, and I get to use everything I've learned in my previous gigs. So far it's a pretty good fit for me!

# Save the Date!

## MAB Conference Sept 26-27

## Natchez, MS