

# MABviews

*The latest broadcasting news, views and announcements*

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## MAB on Capitol Hill

The State Leadership Conference was held on Monday, February 28th. This is an opportunity to make broadcasters' voices heard on Capitol Hill. The SCL Congressional Reception was held at the state-of-the-art home of the D.C. United soccer team – Audi Field. We had Hill visits on the next day and were very honored to meet with each member of the Mississippi delegation and their staffers.



# We have a new look! Be sure to check out our new website!!



## “Sales Lessons Learned... Sales Jobs or Sales Career Post Covid”



We recently conducted a traveling sales seminar with Darren Steenbergen. It was very well attended and we appreciate everyone who came out!

Here is what was said about the seminar:

"Wow! A great experience for my sales team. Darren's interaction with the class added enthusiasm and excitement for our sales team. A truly, different spin to stimulate client thoughts on what and how we function as a salesperson. We are using his topics in our sales meetings. Good common sense."

- Raymond Jourdan Mississippi Radio Group

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# Coming Up!



## Excellence in Broadcasting Awards

Tickets on sale NOW  
for

The Excellence in Broadcasting  
Awards Gala

Saturday, April 2, 2022

Old Capitol Inn

Old Capitol Inn Room code MAB26

or follow this link for Homewood Suites

Booking Link:

<https://www.hilton.com/en/book/reservation/deeplink/?>

[&ctyhocn=JANTYHW&corporateCode=003307036](https://www.hilton.com/en/book/reservation/deeplink/?&ctyhocn=JANTYHW&corporateCode=003307036)



## MAB DAY ON CAMPUS

MSU- March 24

Alcorn- March 31

Ole Miss- April 7





Ted Fortenberry- WLBT

# SPOTLIGHT



## How did you get started in the business?

I got started when I was a senior in high school at WTYL in Tylertown, MS as an on-air announcer (DJ). I had no idea it would lead to a lifelong career.

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

I was born and raised in Mississippi and I am the youngest sibling of five – two sisters and two brothers. However, over the past 25 years I have lived in five states with different broadcasting opportunities, moving back to Mississippi in 2015. I was the first employee at WMBF, the start-up NBC affiliate in Myrtle Beach, SC, where we built a state-of-the-art full-power HD TV station that launched in 2008. That was an amazing experience.

## What do you like most about your job?

I love that we have a positive impact on the communities we serve, that we hold the powerful accountable, that we help businesses grow their business. I am so thankful I don't dread going to work. We have a fantastic team and I look forward to going to work every day.

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

I love building stuff, so some type of construction.



**SAVE THE DATE!**  
**Annual MAB Conference**  
**will be held**  
**September 13-14, 2022**  
**at The IP Casino Resort and Spa, Biloxi**