

# THE 1<sup>st</sup> MEDIA SALES Exposé AT THE AUC

February 22, 2024



**What Is The MSE?** The Media Sales Exposé will be the industry's first... "Show & Tell" at the Atlanta University Center (AUC) and hosted exclusively by Clark Atlanta University (CAU). The one-day exposé will showcase the "business" of media... NOT production or journalism. It will be designed to highlight the career opportunities for positions in radio, television, video/cable, print, digital and interactive sales.

**Why An MSE?** The MSE is being developed to address the media industry's challenge of providing a diverse workforce in their C-Suites. The MSE will be conducted in the Fall & Spring of 2024 and 2025; and is an affirmative and proactive way to recruit future business executives into the media industry.

**FACTOID:** Over 85% of media executives today are promoted from business units.

**Who Can Attend?** ALL registered students at Clark Atlanta University, Morehouse, and Spelman Colleges. The MSE is open to all majors. The MSE is *not* an avenue for individuals interested in pursuing a news/production career... other than in the business units of media sales, operations & marketing.

**Is The MSE Free?** Yes! It will be held on **February 22, 2024, from 10A - 2P** on Clark Atlanta University campus. The Media Sales Institute Foundation and their media partners will be there to share the many "lucrative" careers in the business of media.

Visit [themsi.net](https://themsi.net) and view the 2023 MSI Overview video.

**Host:**

**Clark Atlanta University**

**The Atlanta University Center Partners (AUC)  
(Clark Atlanta University, Morehouse College, and Spelman College)**

**Led by the School of Business at Clark Atlanta University in Atlanta, Georgia**