



**MEDIA  
SALES  
EDUCATION  
CAMPAIGN  
TOOLKIT**

## INTRODUCTION

While there are several programs and initiatives that educate students about sales opportunities, the impact on the broadcast industry has been minimal. Many universities are preparing students to pursue sales careers, however, competing industries are getting the lion’s share of this talent.

Radio and television companies have largely relied on traditional methods to recruit sales talent to the industry. The broadcast industry needs to go beyond recruiting through career fairs and job postings.

Other companies intentionally incubate fresh talent during their matriculation. They have found ways to be visible and showcase perks that are economically, professionally and personally attractive to a recent grad.

Most students simply aren’t aware of sales opportunities in the radio and television industries. Working in media sales can be fun and rewarding work. Radio and television businesses offer access and options that don’t exist in other industries. Stations that engage students earlier in their college matriculation will increase their chances of attracting the best and brightest talent.

The **Media Sales Education Campaign** is an industry-wide effort designed to expose students to media sales opportunities. The goal is for radio and television broadcasters to take a more active role in educating students about sales careers by partnering with local universities. **This toolkit is designed to provide stations with ideas and resources they may need to facilitate those partnerships.**

### A COLLABORATIVE EFFORT

*This initiative was created by a consortium of industry organizations that includes the:*



## HOW TO GET STARTED:

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### Identify the schools in your city or region that could be potential partners. Take into consideration:

- ▶ Colleges and universities that have schools of business
- ▶ Schools identified on the Sales Education Foundation (SEF) list of university sales centers. SEF supports university-level sales education programs by providing educational opportunities, research grant funding, worldwide exposure and scholarships. SEF publishes ANNUAL magazine's "Top Universities" list of schools that have sales centers.
- ▶ Colleges with communications schools that are interested in exposing students to sales opportunities or currently offer media business and sales students. The Broadcast Education Association ([beaweb.org](http://beaweb.org)) can serve as a resource for identifying these schools.

### Set appointments with professors and visit the school to identify opportunities for partnerships.

- ▶ Think through what your station can realistically offer to the school and what the school needs. Don't be offended if the school is already being courted by organizations representing other industries.
- ▶ Identify opportunities to partner with the school in low or no-cost ways by offering some of the events and activities listed below.
- ▶ Ask the school about the focus of their sales program or business school. Some schools focus on preparing students for opportunities in pharmaceutical sales or insurance sales. A list of schools that prepare students for broadcast sales can be found in the resources section. Many schools offer basic business training.

## HOW TO GET STARTED:

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### Build out the partnership.

Work with the institution to determine a few activities to execute over the course of a semester. Choose at least two to three points of contact so that you are keeping broadcast sales opportunities top of mind for the students. Establish the needs within the particular department or program and see how you can address them through your participation. This will create an ideal win-win scenario between yourself and the school, where the you have access to the students and the students have direct access with a professional in their industry of interest.





## EVENTS:

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### Informational receptions at the station with the sales staff that includes a tour

What better way to show off the excitement of the broadcast industry than to offer a tour of the station? Consider including light snacks for students who appreciate free meals. Schedule a bus or station vehicle to pick up the students and bring them to the station. Have students sign up in advance and schedule time for them to meet with and participate in an information session with the sales team. Be sure to include any entry-level sales staff who can talk students about what they should expect in their first broadcast sales job.

### Lunch and Learn

- ▶ Sponsor a lunch on the college campus for students to learn about sales careers. Be sure to include any entry-level sales staff who can talk students about what they should expect in their first broadcast sales job. Customize the NABEF sales PowerPoint or create your own to outline the broadcast sales career trajectory.
- ▶ Set up a booth near or in the cafeteria where you can engage with students in passing. This is considered a high traffic location and provides a quick opportunity to interact with the students. It would be most effective to have some sort of flowing presentation or interactive medium that will allow you to hold the students' attention organically.

### Career Day Events

Most colleges and universities offer career fair events. More specifically, the business schools and sales centers offer events for students enrolled in their programs. Pricing is typically reasonable and counts toward EEO credit. This will provide an opportunity for station personnel to inform students about sales careers and keep broadcast sales top of mind for the students.

## ACTIVITIES:

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### Speakers' bureau that includes younger sales people from the local stations

- ▶ Identify gaps in what the school is currently teaching students about sales. This will vary based on the school. Partnering with schools of communication will look differently from partnering with a school that is teaching sales to students in a sales center.

#### ***Partnering with a business school or a sales center –***

Ask about how the school structures its partnerships. Some sales centers require companies to pay to have access to the students. If so, perhaps they will be open to the station hosting an informational session. Ask about opportunities to participate on panels at various school events.

#### ***Partnering with a school of communication –***

Ask professors if there are any business or media or media sales classes currently being taught. Work with the professors to determine where the gaps are and identify staff who can step in to teach courses.

- ▶ Identify key individuals in the station who can speak to classes on various sales topics, participate on panels and in career-related sessions. Selection of sales team representatives to be coaches or speaking engagements is important. The person or persons selected should be passionate about helping people start their careers as well as what they do and able to engage with the college audience. The top sales person or even the manager may not be the right person.
- ▶ Engage and leverage station employees who are alumni and have a connection to or passion for the school. Alumni may offer unique insights and help develop deep connections with the university.

## ACTIVITIES:

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### Partner with a class on a case study

Work with a professor and have students in a marketing class conduct research in the community. This could include top of mind awareness research on particular client categories and/or customer satisfaction surveys of current clients. Stations could partner with the class, provide them a series of questions and have them call their current clients to gather results. Questions could focus on satisfaction of media advertising investment, what they look for in media sales representatives, results from various forms of media, etc.

### Identify key student organizations to partner for various student activities

Consider sending sales staff to speak to campus organizations that target students interested in sales careers. Some of the organizations to consider include:

***American Marketing Association***

***Broadcast Education Association***

***Collegiate Media Business Advertising and Marketing***

***Pi Sigma Epsilon***

### Many of the organizations listed host routine events that are open for participation like...

Panel discussions, rallies, peer groups and competitions. Student organizations are a great cost-saving alternative to establishing a presence on campus.

- ▶ Volunteer to become a coach at the schools with sales centers.
- ▶ Students in the sales centers at universities participate in annual sales competitions.

## ACTIVITIES:

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### Highlight opportunities for interns

- ▶ Industries competing for the best sales talent offer students internships. Internships give recent college grads an edge over their peers when competing for job opportunities. Companies are far more likely to hire a graduate who has completed an internship. "A staggering 95 percent of employers said candidate experience is a factor in hiring decisions, according to an annual survey by the National Association of Colleges and Employers. Nearly half of surveyed employers wanted new-grad experience to come from internships or co-op programs."

[www.livecareer.com/quintessential/internship-importance](http://www.livecareer.com/quintessential/internship-importance)

- ▶ Consider offering sales internships at your station. Companies that are hiring the most talented students gain their employment by securing their interest early in their college matriculation. Below is an article highlighting the percentage of college students who get recruited after completing an internship. It also highlights how most employers view internship opportunities.

[www.naceweb.org/uploadedfiles/files/2017/publication/executive-summary/2017-nace-internship-and-co-op-report-exec-summary.pdf](http://www.naceweb.org/uploadedfiles/files/2017/publication/executive-summary/2017-nace-internship-and-co-op-report-exec-summary.pdf)





**[NABEF.ORG](http://NABEF.ORG)**

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The **National Association of Broadcasters Education Foundation** is a non-profit organization dedicated to advancing the future of broadcasting through education, diversity, and community service. For more information, please visit **[nabef.org](http://nabef.org)**