

ARE WE PREPARED FOR THE FUTURE OF BROADCAST? NOW IS THE TIME



About the Program

The P1 Futures Program enhances students' understanding of the broadcast industry while adding to their skillset and resume. It offers broadcast sales and marketing tactics used by industry professionals and networking opportunities with media members. Upon graduating the P1 Futures Program, students will receive a Sales Course Certificate of Completion to show their future employer they are ready for hire.



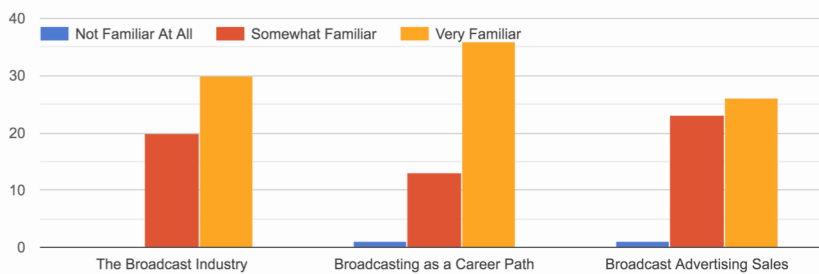
This online, two-week broadcast sales “pop-up” curriculum is designed to slide within an existing semester schedule. As a content provider, we work hand in hand with the college and instructor to ensure our content aligns to the needs of their class.

Having done this for the past five semesters at the University of Nebraska Lincoln, we're finding an increased buy-in of interest from students.

Jim Timm | President and Executive Director | Nebraska Broadcasters Association

Survey of P1 Futures Program Graduates

After completing the P1 Futures Program, how familiar are you with the following?



The Stats

- ✓ **46%** of students asked for more info about job opportunities in sales.
- ✓ **72%** of students felt familiar with broadcasting as a career path after taking the program.
- ✓ **90%** of students would include broadcast advertising sales in their areas of interest after taking the program.

Active Participants:

To date, we are currently working with students at...

Stephen F. Austin State University, Tyler Junior College, University of Alabama, Ball State University, University of Central Missouri, Illinois State University, University of Indianapolis, Kansas State University, Lake Land College, University of Louisiana Lafayette, Metro State University – Denver, Northeast Community College, University of Nebraska Lincoln, University of Nebraska Omaha, University of New Mexico, Piedmont College, Southeast Oklahoma State University, Pittsburgh State University, University of Tennessee Martin, Virginia Commonwealth University, along with additional colleges registered for Fall of 2020.

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P1 Learning Will Provide:

- ✓ Online Video Courses, Testing & Written Materials
- ✓ 24/7 Access (Computer, Tablet, and Mobile)
- ✓ Access to up to 50 Online Courses
- ✓ Courses Arranged to Instructor's Curriculum
- ✓ Username & Password for Each Enrolled Student
- ✓ Course Hosting and Customized Training Platform
- ✓ In-Classroom Webinar / Skype Discussion
- ✓ Weekly Completion Results Sent to Instructor
- ✓ Sales Academy Certificate of Completion
- ✓ Support Monday - Friday (8:00am – 5:00pm Central)



From the panel and the videos, I realized I may have a great personality for this industry. I'm very interested in gaining experience in this field now.

P1 Futures Program Graduate

Semester Investment:

The Texas Association of Broadcasters will cover the cost of the P1 Futures Program for each participating school.

P1 Learning will be the liaison between the classroom and the broadcast Industry by coordinating conference calls, providing curriculum, and arranging in-class discussions from the Texas Association of Broadcasters, a Station member, and P1 Learning.

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Futures Program Curriculum	Minutes	Due Date
<i>I'm Not a Salesperson, Or am I? - Part 1</i>	1:14	Week 1
Welcome to the Industry	4:53	Week 1
What we do for a living	10:33	Week 1
What Will Your Boss Want From You? (Part 1)	9:22	Week 1
What Will Your Boss Want From You? (Part 2) - Homework	10:29	Week 1
The Word of Mouth Business	5:35	Week 1
The Branding Process	10:30	Week 1
Time Management	9:43	Week 1
Account Management	12:34	Week 1
6X6 - Different Buyers, Different Needs	14:44	Week 1
7 Stage Business Outlook Index	7:59	Week 1
The Advertising Message	8:18	Week 1
Broadcast Media in a Digital World Part 1	7:11	Week 1
Broadcast Media in a Digital World Part 2	8:33	Week 1
Broadcast Media in a Digital World Part 3	3:51	Week 1
Weekly Length	2 Hours	

Futures Program Curriculum	Minutes	Due Date
The Sales Cycle in Detail		
<i>Without A Need You Can't Proceed</i>	4:18	Week 2
Prospecting	13:11	Week 2
Setting the Appointment	4:03	Week 2
Preparing for the First Appointment	5:28	Week 2
Conducting the Needs Assessment	15:25	Week 2
The Assignment	5:20	Week 2
The Presentation	17:34	Week 2
Presentation Skills	7:54	Week 2
Ask for the Order	7:42	Week 2
Service and Renewal	9:29	Week 2
10 Tips to Get the Renewal	11:28	Week 2
The Traditional Marketing Model	10:21	Week 2
Media Value Chain	12:47	Week 2
Managing Expectations and Emotions	7:19	Week 2
<i>I'm Not A Salesperson, Or Am I? - Part 2</i>	:58	Week 2
Internship Best Practices	10:48	Week 2
Weekly Length	2 Hours	

Futures Program Curriculum (Bonus Content)	Minutes	
Station Tour (Radio)	11:34	Bonus
Station Tour (TV)	13:44	Bonus
Goal Management	14:27	Bonus
Cold Calling	8:40	Bonus
Introduction to Copywriting	5:20	Bonus
Copywriting for Television	8:28	Bonus
Copywriting for Radio	7:51	Bonus
Copywriting for Internet	6:35	Bonus
Dress for Success	7:51	Bonus
Know Your Product		
Broadcast History	15:37	Bonus
TMA: Too Many Acronyms (Radio)	7:57	Bonus
TMA: Too Many Acronyms (TV - Part 1)	7:57	Bonus
TMA: Too Many Acronyms (TV - Part 2)	15:22	Bonus
Understanding Radio Formats	8:32	Bonus
Understanding Television Formats	10:47	Bonus
Know Your Competition (Part 1)	12:39	Bonus
Know Your Competition (Part 2)	12:41	Bonus
What Are They Saying About You?	9:09	Bonus
Programming & Sales	10:23	Bonus
Promotions	10:07	Bonus
Sales and Production	9:50	Bonus
Remotes	14:18	Bonus
Traffic	4:58	Bonus
Know Your Audience	10:09	Bonus
The Nordstrom Approach	3:29	Bonus