



Dear Colleague,

It's that time of year again – when **Media Sales in a Cross Platform World** at UCLA Extension is being taught.

Thank you so much for your support. I am so proud to announce that I'm **Celebrating My 20th Year at UCLA in 2012 !!** You've all sent so many of your buying and sales assistants, junior buyers and junior sellers to my classes. I am very proud of all my past students and continue my commitment to our future Media Buyers and TV, Digital and Social Media Sellers with yet another installment of "Cross Platform Selling" this year.

As you might remember some of the topics taught in my class are:

Pulling Estimates from Nielsen
Learning to Sell Estimates
Actual Role Plays that cover: Ascertain Information, Presenting Your Station's Offerings and Presenting a Cross-Platform Sponsorship Package
Definitions of Ratings, Share, Hut, Cume, CPP
Learning How to Make a Media Plan
Supply and Demand – How Stations Price and Manage Inventory

Guest Speakers will be Present to Discuss:

Creating and Selling Promotions
Using Digital Media in Your Plan
The Basics of Social Media

And my famous "Senior Industry Panel" has some of the industry's top and most well respected professionals imparting all kinds of wisdom on the students.

Here are the pertinent details of the 2012 class that hopefully you'll pass on to your assistants so they can sign up –

Place: UCLA Westwood Campus
Date: 1/9/12-3/20/12 (12 classes)
Time: 630p-930p
Day: Monday's
Room: Lindbrook Center Room 204
Course Number: X463.13
Units: 4
Reg #; W9341

**For More Information go to: UCLA Extension Catalogue
To Sign Up**

Call: 310-825-9971
Log On: uclaextension.edu
Direct link: <https://www.uclaextension.edu/r/Course.aspx?reg=W9341>

Any other questions: Feel free to call me: 213-618-TMAC

Thanks again and looking forward to seeing your best and brightest in January!!!

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