

Dear Colleague,

Court Stroud and I are very excited to share the news that the course “**Media Sales in a Cross-Platform World**” will now be offered at NYU beginning this Fall! For the past 23 years, I’ve had the privilege of offering this course to students in the Los Angeles area in partnership with UCLA.

Court and I have worked together to adapt the course making it more relevant to the New York market as well as New York buyers and sellers. “**Video Media Sales in a Cross-Platform World**” will focus more heavily on network TV with a greater emphasis on selling the modern platforms: Digital, Mobile, Social, etc.

Court Stroud joins me and comes to NYU with a wealth of experience in cross-platform media. He is a seasoned media executive who has worked for companies such as Univisión, Telemundo and several digital startups. He most recently served as Azteca América’s EVP of network sales and digital. Court holds degrees from UT-Austin and the Harvard Business School. You can find him and follow him on Twitter: @CourtStroudNYC

**Some of the topics taught in our class are:**

Pulling Estimates from Nielsen  
Learning to Sell Estimates  
Presenting a Cross-Platform Sponsorship Package  
Definitions of Ratings, Share, Hut, Cume, CPP  
Learning How to Make a Suggested Schedule or Package  
Supply and Demand – How Stations Price and Manage Inventory

**Guest Speakers will join us to discuss:**

Social Media  
Online/Web  
Mobile Media

And my famous “Senior Industry Panel” has some of the industry’s top and most well respected professionals imparting all kinds of wisdom to the students.

Enrollment for the course has begun. Here are the details that hopefully you’ll pass on to your assistants so they can register as soon as possible and reserve their space!

Course: Video Media Sales in a Cross-Platform World  
Location: NYU School of Professional Studies, Midtown Center location  
Date: 10/25/2016 - 12/13/2016 (8 classes)  
Semester: Fall 2016  
Time: 6:30PM – 9:00PM  
Day: Tuesdays  
Tuition: \$690

If you have any other questions, please feel free to call me at 323-977-TMAC or visit my website at [www.McCormackMedia.net](http://www.McCormackMedia.net).

Thanks again and looking forward to seeing your best and brightest this Fall!

Tracey Mac

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