

Dear Colleague,

Court Stroud and I are very excited to share the news that we will once again be offering the “**Video Media Sales in a Cross-Platform World**” course at NYU this Fall!

For the past 25 years, I’ve had the privilege of teaching this course to students in the Los Angeles area in partnership with UCLA. Court and I have worked together to adapt the content of that course to make it more relevant to the New York market as well as New York buyers and sellers. The course at NYU focuses more heavily on network TV with a greater emphasis on selling the modern platforms: Digital, Mobile, Social, etc.

Court Stroud, my co-teacher, brings 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  
Roleplays

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

Social Media  
Online/Web  
Sports

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.

I will follow up to alert you when registration officially opens. In the meantime, here are the preliminary details that hopefully you’ll pass on to your assistants so they can mark their calendars!

Course: Video Media Sales in a Cross-Platform World  
Location: NYU School of Professional Studies, Midtown Center location  
Date: 10/17/2016 - 12/19/2016 (10 classes)  
Semester: Fall 2017  
Time: 6:00PM – 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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