

Developing Radio's Farm System

YOU'LL RECOGNIZE SOME OF THE FACES IN THESE PICTURES—CBS RADIO PRESIDENT/CEO DAN MASON, BEASLEY CEO GEORGE BEASLEY, CROMWELL CEO BUD WALTERS, AND OTHERS. THEY ARE ALL BIG SUPPORTERS OF DAN VALLIE'S KELLAR RADIO TALENT INSTITUTE, WHICH RECENTLY COMPLETED TWO SUCCESSFUL 10-DAY TEACHING COURSES. THE FIRST WAS HELD AT APPALACHIAN STATE UNIVERSITY AND THE SECOND AT WESTERN KENTUCKY UNIVERSITY. ADDITIONAL INSTITUTES ARE EXPECTED TO BE ANNOUNCED SOON AS DAN VALLIE EXECUTES HIS VISION OF BUILDING A NATIONAL FARM SYSTEM OF TALENT FOR RADIO STATIONS.



Dan Mason, George Beasley, and Dan Vallie.



Stu Epperson making his presentation to students.



Mick Mixon, the NFL Carolina Panthers' play-by-play announcer, discusses working in sports on the radio.



CBS Radio President/CEO Dan Mason, Beasley CEO George Beasley, Truth Broadcasting President Stu Epperson, and Dan Vallie, with all the institute students.



Learning from Cromwell Group CEO Bud Walters, one of radio's most successful small-market operators.



WNKS-FM/Charlotte PD John Reynolds show the students how to schedule music.



Dan Vallie welcomes Institutes students for 10 days of intense radio training.



Christine Hillard, president of Forever Communications, teaches students how to be superstars.



Performance Racing Network President Doug Rice (far left, behind the glass) at the Charlotte PRN studio with students.

BROADCASTERS INTERESTED IN SPONSORING AN INSTITUTE SHOULD CALL DAN VALLIE AT 828.262.1502 OR E-MAIL DANVALLIE@NATIONALRADIOTALENTSYSTEM.COM.



Commonwealth Broadcasting CEO Steve Newberry teaches students "How to get in & win."

Digital Subscribers, listen to Radio Ink Editor-in-Chief Ed Ryan interview Vallie about the Kellar Radio Talent Institute HERE. Print subscribers, go online to <http://radioinkmedia.intertechmedia.com/vallie.mp3>.