



The “National Radio Talent System” spreads its training program to a second college campus.

Where is radio’s “farm team?” Consultant Dan Vallie, who’s enjoyed backing from Art Kellar and the North Carolina Association of Broadcasters in Boone, NC, is exporting the intensive ten-day management training program to Western Kentucky University in Bowling Green. As in the Tar Heel State, the “Kentucky Broadcasters Association WKU Radio Talent Institute” has support from broadcasters in the Bluegrass State. Dan says the curriculum is now “practically turn-key for the university.” He’s almost ready to announce a third university partner in a third state, and he’s open to hearing from other regions. (Dan’s at DanVallie@NationalRadioTalentSystem.com and 828-262-1502.) Just as the institute has done in Boone, NC, the WKU program promises to produce “enthusiastic young adults who are ready to walk into a radio station and not only be comfortable, but will be ready to perform in various areas of the business.” Vallie says that in the Institute’s six years at Appalachian State University in Boone, 70% of the students who completed the course landed their first job in radio or a related field.