

Tuesday, October 29, 2013



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Training program preps next generation.

Radio has 16 new RAB-certified sellers. What makes this group special is they're all college students. The group yesterday wrapped up the 10-day course at Kellar Radio Institute at Western Kentucky University. It's part of the industry's effort to train the next generation of broadcasters.

They heard from three dozen broadcasters, including getting a lesson in sports radio from the broadcast teams of the NFL Tennessee Titans and the NHL Nashville Predators. "As we continue to add institutes, we will continue to build this incubator of talented, well-educated entry level talent into the National Radio Talent System, which the industry has needed for decades, and needs today more than ever," says consultant **Dan Vallie**, who is leading the effort.

The goal is to have Radio Talent Institutes on college campuses in every region of the country. Vallie says in the case of the latest at WKU, 18 students applied and 16 were accepted to the program. They also have to pay a \$335 fee to cover some costs, but several received scholarships from the Tennessee Association of Broadcasters and Western Kentucky University's modern rock "Revolution 91.7" WWHR.

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