



## INFORMATION AND INVITATION

### To all Radio Interns in the State of Kentucky

Apply to take part in an amazing and exciting opportunity to learn from over 30 Broadcasting Professionals during the 10-day KBA WKU Radio Talent Institute July 20 – 29, 2015.  
The application deadline is February 27, 2015.  
Apply Today!



# KBA WKU Radio Talent Institute

Kentucky Broadcasters Association  
Western Kentucky University

## Dear Radio Intern:

*Welcome to the exciting world of radio broadcasting!* Having an internship at a radio station is a smart move on your part. If you have completed your internship – good work. You not only get an introduction into how a radio station operates by doing this internship, you are indicating that you are a self-starter and you take initiative. You are doing what it takes.

If you are just beginning your internship, learn as much as possible, meet as many people in the radio station as you can, and thank them for giving you this opportunity, and thank them again when your internship is over. Make certain to include the internship on your résumé.

By doing an internship, you are sending a clear message that you already have a passion for broadcasting, or that you are at the very least seriously considering a broadcasting career.

Broadcasters and the KBA WKU Radio Talent Institute want to help you fulfill your desire to have a successful career in broadcasting; that is why we have prepared this Information and Invitation Packet for you.

- Any student with an interest in broadcasting as a career should apply to the KBA WKU Radio Talent Institute.
- As of this writing, 70% of the students who have completed the Institute have gone on to get their first job in radio or in a related field.

## What is the KBA WKU Radio Talent Institute?

- The National Radio Talent System is the only program of its kind in the world. It's a system of Radio Talent Institutes on college campuses across America, each connected to the National Radio Talent System.
- The KBA WKU Radio Talent Institute is an intense 10-day program held each summer on the campus of Western Kentucky University.



- The National Radio Talent System brings over 30 radio professionals to the KBA WKU Radio Talent Institute to teach all the sessions. You will learn from the radio professionals who are already successful in the broadcast industry.
- Only broadcast professionals from almost every aspect of the radio industry lead the sessions...on-air, sales, interactive, sports, news, production, management, marketing, programming, etc.
- Students who complete the Institute have a substantially higher rate of post-graduate placement to start their careers. To date, 7 out of 10 are working in radio or a related field.
- Many Institute students attain internships through broadcasters they meet during the 10 days and, as mentioned above, most get their first job to start their careers.
- Over the 10-day Institute, you will personally meet, mingle and network with 30-40 broadcasters. It could take years to meet and build relationships with this many broadcasters otherwise; this is an incredible opportunity for you.
- We often get the question, “Can I do an internship and the KBA WKU Radio Talent Institute over the same summer?” The answer is “yes”. You don’t have to choose one or the other. To date, every radio station has allowed their interns to break away from the internship for ten days to participate in Radio Talent Institutes.
- After completion of the KBA WKU Radio Talent Institute, you are highlighted to broadcasters regionally and throughout the state of Kentucky on the <http://NationalRadioTalentSystem.com> website.
- The KBA WKU Radio Talent Institute builds on the education you are already receiving by bridging the campus-to-career gap that exists for most college students, and is done in a way that is un-replicated.
- The Radio Talent Institute accepts applications from current and rising college juniors, rising seniors, seniors, graduate students, and recent graduates.
- Students are welcomed and accepted from all universities in the state and region.
- The National Radio Talent System provides a “Certificate of Completion” from the KBA WKU Radio Talent Institute and a “Radio Marketing Professional” certification from the Radio Advertising Bureau.
- The cost to you is only \$365.00, and that cost includes a meal card for lunch and dinner to use during the 10 days. Housing, if needed, is available on campus for \$200.00 or less.
- To apply, go to <http://kbawku.nationalradiotalentsystem.com> and click on “apply”. There you will get all the details you need, including the dates of the Institute, the deadline date for applying, qualifications, the curriculum, etc.

The radio industry needs you...and soon you will need to embark on a successful career. We want to set you up for success in our industry, so go to the link above and apply today.

Please don't hesitate to contact us at any time with any questions. We hope to see your application soon, and I look forward to seeing you this summer at the KBA WKU Radio Talent Institute. Keep in mind, the application will require you gathering materials to turn in along with your application. When you go the Application page, there you will find what you'll need to send along with your application. It is not just a registration process; there are steps you will have to take in the application, so it will take you a little time, which is why it's important to do the application process now. Don't delay. By taking the initiative to be an intern at a radio station, that says to us that you are most likely a student the KBA WKU Radio Talent Institute wants and the kind of person the broadcast industry will want to hire.

There is limited space available, so apply today. If you have any questions, please don't hesitate to contact me today or [LavonneHill@NationalRadioTalentSystem.com](mailto:LavonneHill@NationalRadioTalentSystem.com). Either of us will be glad to answer your questions or assist you in any way as you begin your journey into the exciting world of radio broadcasting.

Best regards,

Dan Vallie  
Founder/President, National Radio Talent System  
[danvallie@nationalradiotalentsystem.com](mailto:danvallie@nationalradiotalentsystem.com)  
Q: 828-262-1502