NCAB Supports Future of Industry Through Fifth Annual Kellar Radio Talent Institute

BOONE, NC– Twenty new broadcasting students from four universities join the growing list of industry-educated talent to successfully complete the Kellar Radio Talent Institute on the campus of Appalachian State University. Students from Appalachian State, Marshall University, UNC-Greensboro and N.C. State made up the largest class of students to participate in this intensive 10-day Institute, which began five years ago. The Kellar Radio Talent Institute is supported in part by the North Carolina Association of Broadcasters.

“The financial support provided by the NCAB is important for the continuation of quality programming at the Kellar Radio Talent Institute, but not to be overlooked is the personal support provided by the individual members of the Association, and the other broadcasters that come to teach,” explains Institute founder Dan Vallie, a 40-year broadcast veteran and founder of Vallie Richards Donovan Consulting.

Students selected for the program were taught all aspects of radio broadcasting from 28 of the top broadcasting professionals from around the state and region. Students learned about a variety of topics including transitioning from college to the professional world and industry-specific issues such as sales, marketing, on-air, programming, and ownership. In addition, some of the guest professionals taught sessions with RAB sales training modules, with all 20 students passing the RAB exam to become certified as Radio Marketing Professionals.

The students recognized the unique opportunity the Institute affords them. Taylor Vaden, a UNC-Greensboro student stated “Bottom line, it has been an AMAZING experience that can’t be described in words or actions” “I was really impressed with these guys. They are serious about their future and clearly realized the Kellar Radio Talent Institute is a special opportunity. I have heard from a lot of them through email and facebook. That tells me they are doing the right stuff by using their experience to connect at any level possible to get a foot in the door” said Henry Hinton, President of Inner Banks Media, Greenville, NC

“The Kellar Radio Talent Institute goes beyond what you learn in the classroom,” said Lauren Brigman, a rising junior at Appalachian State. “We received valuable lessons about how to be successful broadcasters from professionals who are icons in the broadcasting industry. Through numerous networking opportunities I have already begun to form relationships with potential employers.” Many of this year’s students agreed that the connections made, both to industry professionals and their peers, has been one of the most important aspects of the Institute.

The Institute concluded on Wednesday, July 20, with a reception and dinner in the students’ honor. Appalachian State University leaders, as well as many of the guest professional faculty members from the Institute, along with Danny Highsmith,
President of the North Carolina Association of Broadcasters and Regional VP, Beasley Broadcast Group, congratulated the students on taking an important step in preparing for their future in the industry.

The Institute’s mission is to attract, train and coach talented students who have a passion for the broadcast industry as well as possible ownership. The program has received rave reviews from industry professionals and program graduates, and this year the feedback continues to reflect the success of the program. “There is not another, single institution I would rank as highly as I would rank the Kellar Radio Talent Institute,” said Bobby Iddings, a student at Marshall University.

Throughout the history of the Institute, members of the North Carolina Association of Broadcasters (NCAB) board of directors have served as guest faculty members for the program. In addition, the NCAB has provided support for the Institute by becoming a major sponsor for the past two years. “We are excited to have you as part of our industry,” stated Mr. Highsmith, President of the Board of Directors of the NCAB, to the students during their closing reception.

DZL, on air talent and Asst. Pd for Clear Channel Charlotte’s 106.5 The End says that he, “wishes they could have done this when I was going through college”

“I’m constantly impressed, and not the least surprised, by each professional’s preparation to teach their sessions and their unwavering willingness to give their time to these students and the Institute” said Vallie. “They, and this Institute, are helping to bring to reality what the industry has said and known its needed for years a, “go to” place to find young talent with a desire to enter and succeed in radio broadcasting.”

Andrew Gibson, an Appalachian State student from Andrews, N.C., said, “This institute helped tremendously to broaden my horizons in each and every aspect of radio broadcasting. I think what I have learned through my work at a hometown radio station (WCNG) and through campus radio station WASU, this institute helped to bring everything full circle in terms of hitting on each aspect of the industry. It provided in depth, inside information, that I don’t believe you could find anywhere else. This institute was an absolutely incredible experience for me and one that I will cherish the rest of my life and broadcasting career.”

To participate or contribute to the Kellar Radio Talent Institute, contact Dan Vallie at 828-262-3919/828-262-7621 or valliehill@appstate.edu. To learn more about the Kellar Radio Talent Institute at Appalachian State University visit www.kellarradiotalentinstitute.appstate.edu.

Above: John Reynolds, Program Director of KISS FM and K104.7 CBS Radio, Charlotte, teaching the strategy of format clocks.

Below: Bruce Wheeler, Vice-president and General Manager of WKZL and WKRR, Dick Broadcasting, Greensboro/Winston-Salem teaching “What you have to know to be the program director.”

Left: Henry Hinton, President of Inner Banks Media, Greenville, NC. in his session, “Now is the time to start thinking like a pro.”