



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 Kentucky Broadcasters Association at Western Kentucky University Radio Talent Institute

July 23 – August 1, 2018.

The application deadline is

Friday, March 9, 2018.



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.

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 Kentucky Broadcasters Association 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. The KBA WKU Radio Talent Institute is the connection you need to get into broadcasting.

What is the Kentucky Broadcasters Association at Western Kentucky University 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, to discover, coach and nurture entry-level talent for the industry.
- The KBA WKU Radio Talent Institute is an intense 10-day program held on the campus of Western Kentucky University in Bowling Green, KY.
- 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.
- Over the 10-day Institute, you will personally meet, mingle with 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.
- After completion of the KBA WKU Radio Talent Institute, you are highlighted to broadcasters regionally and throughout the state of Kentucky on our website.
- Students who complete the Institute have a substantially higher rate of post-graduate placement to start their careers.
- Many Institute students attain internships through broadcasters they meet during the 10 days as well as get their first jobs to start their careers.
- 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.

- All college, graduate students, and recent graduates are welcomed and accepted from all universities in the state and region. A total of 25 students are accepted on a rolling acceptance, so the earlier you apply the better your chances.
- 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 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 \$385.00, and that cost includes a meal card for lunch to use during the 10 days. *A limited number of scholarships are available.*
- Housing, if needed, is available on campus for an additional cost.

To apply, go to NationalRadioTalentSystem.com and 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.

We hope to see your application soon, and look forward to seeing you this summer at the KBA WKU Radio Talent Institute. When you go to the Application page, there you will find what you’ll need to send along with your application. 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.

If you have any questions, please don’t hesitate to contact us.

Best regards,

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