



For more information, contact:

Dan Vallie

828-262-1502

DanVallie@NationalRadioTalentSystem.com

BEASLEY RADIO TALENT INSTITUTE TO BE UNVEILED AT EMERSON COLLEGE IN BOSTON, MA NEW INITIATIVE SCHEDULED TO DEBUT IN SUMMER OF 2018



Boone, NC (August 29, 2017): Beasley Media Group, in conjunction with Xperi and Marketron Interactive, have partnered with the National Radio Talent System to unveil the Beasley Radio Talent Institute. The ten-day program will officially debut in the summer of 2018 at Emerson College in Boston, Massachusetts.

The Institute is designed as a talent incubator and farm system for aspiring broadcasters. The immersion program brings talented broadcasting students together with over 30 radio professionals who teach classes based on their individual areas of expertise. Session topics will range from on-air, production, news, sports, interactive to social media, engineering, promotions and sales, with the Radio Advertising Bureau's "Radio Marketing Professional" certification course.

Students from across the state and region are encouraged to apply for acceptance into the Beasley Radio Talent Institute. The application process will begin this coming fall. Broadcasters are encouraged to urge interns at their stations to apply for the program.

"As a company, we are absolutely committed to supporting and encouraging the development of new talent in our company and our industry," said Beasley Media Group Chief Executive Officer Caroline Beasley. "The Beasley Radio Talent Institute further underscores this commitment and provides an incredible incubator for developing tomorrow's leaders today. We look forward to members of our incredible teams at ALT 92.9, HOT 96.9, WKLB-FM, WROR-FM and WMJX-FM all being involved in this important initiative."



"The Radio Talent Institute builds upon the quality education students are already receiving at their academic institutions and through working at their college radio stations," said Jack Casey, General Manager of WERS-FM and Adjunct Professor at Emerson College. "We are grateful to Beasley Media Group for providing this incredible opportunity, along with other forward-thinking companies such as xPeri and Marketron Interactive."

"We are thrilled to bring the Beasley Radio Talent Institute to Boston," said Dan Vallie, Founder and President of the National Radio Talent System. "From the beginning, Beasley Media Group CEO Caroline Beasley grasped the vision we had for the program and immediately stepped up. They are a company that does the right thing in our industry."

Vallie added, *"We are proud to be working together to continue growing the farm system, discovering, coaching and incubating young talent with a passion for radio. It's a privilege to be able to do this with Emerson College, who already has a great reputation for its broadcasting program. To have the opportunity to work with Jack Casey (a long time broadcaster) and the team at the critically acclaimed WERS-FM, is a special bonus."*

The National Radio Talent System will be reaching out to broadcasting professionals in Boston and across the State of Massachusetts to teach sessions at the Institute.

About the National Radio Talent System:



Dan Vallie founded the National Radio Talent System in 2013 as the first radio talent incubator program of its kind in the world. The program's mission is to place a Radio Talent Institute on a college campus in every region of the country in an effort to provide radio stations the opportunity to recruit young talent on a regional or national basis.

Students who have completed the program at the Institutes have landed jobs at a variety of broadcasting companies, including Beasley Media Group, Hubbard Radio, iHeart, CBS, Entercom, Cumulus, Seven Mountains Media, Midwest Family Broadcasting Group, Forever Communications, Curtis Media, Commonwealth Broadcasting, Alpha Media, CNN and more!

Other Institutes include: the Georgia Association of Broadcasters (GAB) Radio Talent Institute at the University of Georgia; Confer Radio Talent Institute, Bloomsburg University of Pennsylvania; KBA/WKU Radio Talent Institute, Western Kentucky University; Kellar Radio Talent Institute, Appalachian State University in North Carolina, Hubbard Radio Talent Institute at Central Washington University; Tennessee Association of Broadcasters (TAB) Radio Talent Institute at University of Tennessee; and the Missouri Broadcasters Association (MBA) Radio Talent Institute at Northwest Missouri State University.

###