



YOUNG PROFESSIONAL'S COMMITTEE COLUMN



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Calling all Rookie Broadcasters!!!

On behalf of the Young Professional's Committee I'm excited to inform you that we have had a fantastic response of people who are willing to mentor up-and-coming broadcasters throughout the state! The WBA Mentor Program is almost ready, but we need just one more thing...the rookies!

If you have someone on your staff that's fairly new to the broadcasting field, and believe they would benefit from working with a mentor for the next year, please feel free to nominate them by sending me their names and contact information.

We will select from the nominees the people that will be entered into this year's program and partner them with a mentor. After which, we estimate that mentors and "mentees" will be able to start communicating by this July.

Whether your "newbies" are working on-air, in sales, promotions, or another direction, we have some great mentors (both radio and TV) with experience in all areas to help them grow in their fledgling careers! So feel free to send us multiple nominees from your stations, more than likely we can find someone that will give them great insights for their future!

Please send your nominees to me directly at my e-mail address: jtkoser@yahoo.com.

Thank you very much for taking the time to invest into your newest employees. We're very confident that the Mentor Program is going to be a great tool for building solid leaders for our industry's future!