

VALONDA CALLOWAY

THE MEDIA MAVEN

Valonda Calloway is a celebrated TV host, spokesperson, and media coach with a career that has taken her from the nation's capital back to her home state of North Carolina. A native of Richlands and a cum laude graduate of Winston-Salem State University (WSSU), she launched her career as a writer and reporter at Voice of America radio in Washington, D.C..

Her on-screen journey began in North Carolina as a news reporter and anchor for WNCT-TV in Greenville, followed by a role as an anchor and reporter for WRAL-TV in Raleigh. She then became the host of the lifestyle show My Carolina Today, where she interviewed a wide range of stars like Marlon Wayans and Henry Winkler, and even danced with The Rockettes and Cirque Du Soleil.

Beyond the camera, Valonda has an inspiring background as a dancer and cheerleader, cheering in college and in the NFL for the Washington Redskins (Commanders). She is excited to share her passion for dance with students at North Carolina Dance Institute, where she teaches beginner jazz. In recognition of her achievements, WSSU inducted her into the C. E. Gaines Hall of Fame in 2015. In 2025, Valonda was named a Woman to Know in North Carolina by KNOW, a global media company.

Today, Valonda is a passionate media and presentation coach, helping professionals communicate with confidence. She is also a spokesperson for five car dealerships across North Carolina and continues to work as a freelance TV host, actor in commercials, and in corporate videos. In 2020, she released her book, *Tips From The TV Lady: A Guide For Making A Great Impression On Camera And In Person*.

A firm believer that "to whom much is given, much is required," Valonda is dedicated to giving back to her community through volunteer work with numerous organizations. She is married and has one daughter.