

Over 80 students Certified as Radio Marketing Professionals



Ken Beno, Chair, WBA Education Committee

Fifty-eight Wisconsin college students have been certified as Radio Marketing Professionals during this year's round of seminars underwritten by the WBA Foundation and endorsed by the Radio Advertising Bureau. This fall, nineteen total students from UW-River Falls and Nicolet Technical College in Rhinelander became RMP's. Thirty nine total students from Northcentral Technical College in Wausau and UW-Stevens Point were certified in February. The total since the program began in February 2007 now stands at 81. The final seminar for this school year is scheduled for UW-Whitewater on Wednesday, April 23 and Friday, April 25.

This year I used a different marketing technique by contacting communications, business and/or marketing department heads and instructors. They "spread the word," and promoted the seminar. UW-River Falls Department Chair Steve Olsen and instructor Tracy O'Connell were especially helpful. Sue Laulainen, Nicolet Marketing Instructor, allowed me to teach the RMP in a four hour block as part of her Promotions class. The exam was administered a week later at the beginning of the next class period. Jim Haney, Jim Moe, and WBA Committee members, Jim Schuh and John Gosz from UW-Stevens Point were very helpful in securing the largest number of students for a seminar. Northcentral Technical College in Wausau was the first college to host an RMP Seminar for a second time. Marketing Instructors, Thor Burntvedt and Janet Kilsdonk, were extremely helpful in getting students to attend the seminar. WBA Education Committee member, Brian Lucas is promoting the seminar at UW-Whitewater.

Plaques were presented to each college featuring the names of the students. Those plaques are or will be proudly displayed at the six schools who have participated in the RMP Seminars. Research into where students are working who have been certified as RMP's is underway. Preliminary results will be included in a report to the WBA Foundation in June.

I welcome any help and/or suggestions on universities and technical colleges that you feel might be interested in having a seminar offered on their campus. Please email me at saluki@rr1.net.