

Educator's Column

Over 80 Wisconsin College Students Are New RMP's

Ken Beno, WBA Education Committee, Chair

The 2007-2008 Radio Marketing Professional (RMP) Seminars underwritten by the WBA Foundation and endorsed by the Radio Advertising Bureau were presented at two four-year schools and two technical colleges. A total of 65 students participated from UW-River Falls, UW-Stevens Point, Nicolet Area Technical College in Rhinelander, and Northcentral Technical College in Wausau. This was the second year in which Northcentral hosted the seminar.

In order to earn the RMP certification, a student must achieve a score of 70 on the exam. The average score for all students at the four schools who passed was 81 out of a 100. The highest score was 94 and the lowest 71. Ninety percent of the students passed the exam. In the two years the seminar has been presented, 83 students have been certified as RMP's.

A different strategy was used in scheduling the seminars this year, and it worked well. Communication with instructors and department heads around the state was done by phone and email. Northcentral Marketing Instructors, Thor Burnveldt and Janet Kilsdonk, were very supportive for the second year; Department Chair, Steve Olsen, and Marketing Instructor, Tracy O'Connell, were helpful at UW-River Falls; Marketing Instructor Sue Laulainen permitted me to teach the seminar during one of her classes at Nicolet; and at UW-Stevens Point, which had the largest turnout, Department Chair, Jim Haney and Instructors Jim Moe, Mark Tolstedt, and Jim Schuh were instrumental in promoting the seminar.

WBA Foundation President John Laabs recommended a follow-up to find out what RMP students are doing after graduation. John suggested that an email be sent to the students when graduation is near or during the student's junior year, encouraging them to intern and/or consider a position in broadcast sales. Emails were sent to students who graduated this past spring explaining the opportunities in sales. Many of the RMP's listed their graduation as December 2008 or May 2009. Emails will be sent to those students this fall. In addition, a portion of the seminar is used to encourage students to consider a career in broadcast sales. The hope is that stations will use this program to recruit sales reps. A new RMP from UW-Stevens Point interned this summer with Nicolet Broadcasting.

The WBA Foundation has authorized five seminars for the 2008-2009 school year. Dates for the next set of RMP seminars are in the process of being scheduled. If you know of any universities or colleges who might be interested in hosting a seminar, please email saluki@rrl.net.