



EDUCATOR'S COLUMN

RAB Radio Marketing Professional Certification Seminars Funded for Fifth Year

By Ken Beno, WBA Education Chair



The Wisconsin Broadcasters Association Foundation (WBAF) has voted to continue underwriting Radio Marketing Professional (RMP) Certification seminars at Wisconsin universities and technical colleges for the 2010-2011 school year. The two-day seminars, which are open to Wisconsin college students, are endorsed by the Radio Advertising Bureau (RAB). In the four years the seminars have been presented, 254 students have been certified as RMP's.

During 2009-2010, I taught twenty-two students at UW-River Falls, thirteen at UW-Madison, eighteen at Northcentral Technical College in Wausau, sixteen at UW-Stevens Point, and, for the first time, at UW-Oshkosh, where thirty-two attended. This was the fourth consecutive year that Northcentral has hosted the seminar and the third year for UW-Madison, River Falls, and Stevens Point. The names of the students interested in working in sales upon graduation were sent to GM's around the state in May.

UW-Oshkosh communications professors Randall Davidson and Tang Tang were very supportive, resulting in the largest single seminar turnout thus far. Once again Department Chair, Steve Olsen, and marketing instructor, Tracy O'Connell, were helpful at UW-River Falls, which had another strong turnout. Communication professor Larry Meiller and WBA Education Committee member Dave Black helped sign-up students at UW-Madison. At UW-Stevens Point, administrators Gerry McKenna and Jim Haney and instructors Mark Tolstedt, Jim Schuh, Bill Deering, Brian Hennessy, Steve Hill, Liz Fakazis, and radio station advisor John Gosz were influential in promoting the seminar. Once again, Northcentral Technical College marketing instructors, Thor Burnveldt and Janet Kilsdonk were fantastic promoters of the seminar.

All five schools above have asked me to return. Dates are set for four of the five. I will travel to Oshkosh on September 29th and October 1st; River Falls on September 30th and October 5th; Madison on October 4th and 7th, and Northcentral in Wausau on November 2nd and 5th. The dates for Stevens Point will be announced in the fall. The exact rooms and times will be posted on the WBA Foundation website late this summer.

The WBAF has authorized one additional seminar and once again will subsidize a significant amount of the overall cost. The seminar registration fee will remain from \$15 to \$25 depending on the college.

Please email me at ksbeno@gmail.com, and let me know if a technical college or university in your area is interested in hosting the RMP seminar. I would like to thank John Laabs and the Foundation Board for their continued support of this program. The goal is to interest students in a career in broadcast sales.