

UWO Radio TV Film students gain professional broadcast sales certification

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<http://www.uwosh.edu/today/15054/uwo-radio-tv-film-students-gain-professional-broadcast-sales-certification-2/>

Twenty-four University of Wisconsin Oshkosh Radio TV Film students were recently certified as Radio Marketing Professionals by attending a seminar and successfully passing an examination sanctioned by the Dallas-based Radio Advertising Bureau. These students will now be able to add this certification to their professional resumes.

UW Oshkosh has hosted this two-day seminar each fall since 2009. The normal cost of the course is \$329, but the Wisconsin Broadcasters Association Foundation defrays all but \$20 for students. The course is two three-hour sessions on campus and is open to all UW Oshkosh students as well as students from other area institutions. While the material focuses on techniques for careers in radio sales, much of the information is applicable to the financial and business aspects of other media endeavors.

Eight of those taking the test scored 90% or higher, and UW Oshkosh sophomore Rachel Bays received a 96, which is the second-highest score achieved by the over 400 college students who have taken the test in Wisconsin since its inception in 2006.

With these results, 81 UW Oshkosh Radio TV Film students have received the RMP certification. Some students from past years have said these credentials have helped them land professional internships as well as their first post-graduation career positions.

[Director of Radio Services Randall Davidson](#) submitted this announcement. Faculty, staff and students are encouraged to contribute calendar items, campus announcements and other good news to *UW Oshkosh Today*.

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