



## **FOR IMMEDIATE RELEASE**

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### **Lowery earns CDMC designation**

HARRISON, Ark. -- Roger Lowery, General Manager of KCWD/KOOL 96.1 FM Classic Hits and KNWA 1600 AM Conservative Talk Radio in Harrison, has met the requirements to earn the Certified Digital Marketing Consultant 2.0 as accredited by the Radio Advertising Bureau.

The designation is assurance Lowery has a thorough understanding of advanced digital marketing, according to the RAB.

"CDMC 2.0 graduates must complete a rigorous course of study that focuses on mastering the knowledge and skills necessary to help local businesses maximize their advertising success," the RAB said. "Further, graduates are trained to work with advertisers and advertising agencies to help create successful integrated marketing solutions." CDMC 2.0 accreditation requires candidates to pass an online examination.

Originally from Springfield, Mo., Lowery began his radio career in the late 1980s. He also holds several other certifications from the RAB, including Certified Radio Marketing Consultant; Certified Radio Marketing Expert; and Certified Digital Marketing Consultant. As General Manager of KCWD and KNWA, Lowery oversees all aspects of the stations, from sales to production and programming.

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