



## **FOR IMMEDIATE RELEASE**

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### **Lowery earns CRSM 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 earned the designation of Certified Radio Sales Manager as accredited by the Radio Advertising Bureau.

The CRSM designation was awarded to Lowery for completing a comprehensive training program and passing a final exam that tested his knowledge and management skill sets. The certification was developed and administered by the Radio Advertising Bureau.

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; Certified Digital Marketing Consultant; and Certified Digital Marketing Consultant 2.0. As General Manager of KCWD and KNWA, Lowery oversees all aspects of the stations, from sales to production and programming.

The Radio Advertising Bureau is the sales and marketing arm of the radio industry with nearly 7,000 members, including 6,000 stations in the United States and more than 1,000 associate members in networks, representative firms, sales and international organizations.

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