

Roger H. Rafson

SUMMARY OF QUALIFICATIONS

Over forty years in the broadcasting industry with experience in sales, sales management, station management, ownership, programming, engineering, consulting, appraising and brokering.

EDUCATION

University of Illinois, Urbana, IL 1980
B.S. in Business Administration

PROFESSIONAL EXPERIENCE

[CMS Station Brokerage](#), Pittsburgh, PA 2003 - Present
President. Media Brokerage, Media Valuations
Consistently ranked as one of the top Media Brokerage firms since 2008.

Commercial Media Sales, Pittsburgh, PA 1982 - 2013
President. National Radio advertising rep firm.
Over 2,000 client radio stations, bringing them revenue by selling their airtime.

KDKA-TV, Group W, Pittsburgh, PA 1981 - 1982
Account Executive. Participated in record sales month.

TeleRep, Chicago, IL 1980
Account Executive. National TV rep firm.

WILL AM/FM/TV Urbana, IL 1979 - 1980
Administrative Assistant to General Manager Donald P Mullally
Worked to create annual budget and 5 year plan for cluster of NPR & PBS stations.

WPGU-FM, Urbana, IL 1976 - 1979
Account Executive promoted to General Manager

WEFM-FM, Chicago, IL 1975 - 1976
Account Executive promoted to Local Sales Manger.

WVWX AM/FM, Highland Park, IL 1972 - 1975
On-Air Talent.

WEEF AM/FM, Highland Park, IL 1969 - 1972
Studio Engineer promoted to On-Air Talent.

EXPERT EXPERIENCE

Circuit Court, Rusk County, State of Wisconsin

Randy Hudzinski & Flambeau Broadcasting Company vs. Sandra A. Roth, David Roth & Roth Broadcasting, Incorporated. Qualified as an expert. The testimony centered on radio station valuation. 9/12/11

State of Rhode Island, Department of Attorney General

Advised the Attorney General, representing the interests of the public in evaluating the proposed conversion of radio station WXNI-AM Westerly, Rhode Island under the Public Radio conversion Act. 9/22/08

State of Rhode Island, Department of Attorney General

Advised the Attorney General, representing the interests of the public in evaluating the proposed conversion of radio station WRNI-AM Providence, Rhode Island under the Public Radio conversion Act. 9/22/08

PRESENTATIONS AND PUBLICATIONS

Speaker, “Steps to Completing the Sale”

Minority and Media Telecommunications Council, Washington DC July 10, 2006

Publisher, “[The Broadcaster](#)”

Quarterly newsletter for CMS Station Brokerage.

Articles and interviews have been published in “Broadcasting & Cable,” “Radio World,” “Small Market Radio Newsletter,” and various other communications trade publications.

MEMBERSHIPS

National Association of Media Brokers

Officer – Secretary, Webmaster

Society of Broadcast Engineers, Chapter 20

Member

Media Association of Pittsburgh

President – 1999

As well as several state and provincial broadcasters associations

AWARDS

Broadcast Order of Achievement – Ontario Association of Broadcasters	2013
Outstanding Achievement in Media Award for Radio , Media Association of Pittsburgh	2008
Art Stein Memorial Award , Pittsburgh Radio and Television Club	1994
Ten Year Volunteer Reader , Radio Information Service, Pittsburgh, PA	1995
Eagle Rank , Boy Scouts of America Troop 324, Highland Park, IL	1975