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Grey House Publishing announces the 2015 Edition of the *Complete Television, Radio & Cable Industry Directory* Now with **FREE ONLINE ACCESS**

Grey House Publishing is proud to announce the 2015 Edition of the *Complete Television, Radio & Cable Industry Directory*. First published more than 70 years ago as *Broadcasting Yearbook*, and later as *Broadcasting & Cable Yearbook*, this reference work has consistently filled the need for up-to-date, comprehensive television, radio and cable industry information for the U.S. and Canadian markets. Grey House is pleased to continue to offer this definitive information in both print and online formats.

Scattered across various websites and government databases, the information contained in the *Complete Television, Radio & Cable Industry Directory* is now available in one complete, user-friendly resource. This updated 2015 edition is a great marketing tool for suppliers to the industry, as well as industry insiders in need of fresh resources for distribution, programming, executive searches and more.

New Features

This 2015 edition of the *Complete Television, Radio & Cable Industry Directory* covers the same valuable data fields researchers are used to, presented in an easy-to-use, organized format fine-tuned by Grey House Publishing.

This edition clearly separates U.S and Canadian material for television, radio and cable, all in comprehensive sections that include market areas, call letter lists and station profiles.

Each station profile separates important elements, such as websites, ownership, and programming. Key contact names are indented for quick recognition; all television stations include virtual and digital channels, and all radio stations include Arbitron's market area.

The *Complete Television, Radio & Cable Industry Directory* includes eight major sections, with the "big three" – television, radio and cable – the most detailed and significant. More than just call letters, this directory includes professional services from producers and engineers to equipment manufacturers and legal services, plus those who consult and advocate for this diverse industry.

Television

The U.S. Television section starts with TV statistics: rankings of TV markets, top TV programs, growth and transactions of TV stations, and television sales.

Following these statistics are detailed listings of national and regional networks, as well as group owners. TV stations are arranged by DMA (Designated Market Area). These station listings include dozens of technical details direct from the FCC, such as digital and virtual channel numbers, hours of operation, frequency, and antenna height. Corporate information follows, including licensee, owner and network, plus names of important decision-makers, such as President, Station Manager, Program Director and more. Users will find thousands more names than in the previous edition.

Following the U.S. stations are informative lists: TV stations by call letters, by digital and virtual channels, and a list of U.S. stations that broadcast in Spanish.

Comprehensive Canadian TV information follows the U.S. sections, including networks, group owners, detailed station listings, and lists by call letters and channels.

Radio

The U.S. Radio section starts with Nielson Radio Market Rankings, which ranks each of the 300 U.S. radio markets by its population.

Following radio market information are detailed listings of national and regional radio networks, and group owners, all with current key contact names. Listings are arranged by state of license, then by city within the state. Like the television stations, these listings include dozens of technical details direct from the FCC, such as power, frequency and hours of operation, plus the station's market area. Users will find type of programming and special programming details, including hours of news programming and target audience. Long lists of key contacts follow, assuring users will always be able to reach the right person.

Following the detailed station listings is information on international radio, satellite radio, and call letters listed by AM/FM and frequency. The U.S. radio section ends with detailed programming information, putting each radio station into one or more listing designations, from Adult Contemporary to Vietnamese. This programming index is followed by special programming information, where users will find specifics, such as which stations in Portland, Oregon offer jazz on Sunday afternoon.

Comprehensive Canadian radio information follows the U.S. sections, including networks, group owners, detailed station listings, lists by call letters and frequency, and programming.

Cable

The Cable section starts with a variety of updated statistics on U.S. cable programming, followed by detailed listings of national and regional cable networks, with a separate section on regional cable sports networks. Cable data for Canada follows, with detailed listings of Canadian cable networks. This section also includes industry statistics.

Technical Equipment and Services

Following the detailed station listings, *The Complete Television, Radio & Cable Industry Directory* goes on to include current, comprehensive information on those who provide services, materials, and equipment to the industry. From major television syndicators to radio news services, from producers to distributors, and from equipment manufacturers to cable audio services, this edition will help users find the product or service they need.

Professional Services and More

This comprehensive directory also includes listings of employment services, technical consultants, legal services and talent agents. There is a separate section on associations, trade shows and vocational schools, and, finally, complete listings for the FCC and other regulatory agencies, as well as Canadian agency information.

FREE ONLINE ACCESS

Buyers of the 2015 Print Edition of the *Complete Television, Radio and Cable Industry Directory* receive FREE access for ONE YEAR to the online database. With a subscription, users can search by keyword, call letter, geographic area, organization type, key contact name and so much more. Visit the site or call (800) 562-2139 to set up a free trial of the Online Database.

The *Complete Television, Radio & Cable Industry Directory* is an all-inclusive key to a dynamic industry, with valuable profiles, industry statistics and comprehensive indexes at your fingertips. Find out specifics of all stations in the U.S. and Canada, as well as other useful facts, such as what schools offer industry training, where to find the latest studio sound board, and how to keep up on the latest industry regulations.

The Complete Television, Radio & Cable Industry Directory, 2015

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Online Database

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