



4919 Route 22  
PO Box 56  
Amenia, NY 12501-0056

800-562-2139  
Fax: 845-373-6360  
Email: [books@greyhouse.com](mailto:books@greyhouse.com)  
[www.greyhouse.com](http://www.greyhouse.com)

## **For Immediate Release**

November 28, 2012

Contact: Jessica Moody, VP Marketing  
(800) 562-2139 x101  
[jmoody@greyhouse.com](mailto:jmoody@greyhouse.com)

## **Grey House Publishing announces the First Edition of the *Complete Television, Radio & Cable Industry Directory***

Grey House Publishing is proud to announce its First Edition of the re-titled *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 current, comprehensive television, radio and cable industry information for U.S. and Canadian markets. Grey House acquired the database from Bowker, and is pleased to continue to offer authoritative information in both print and online formats.

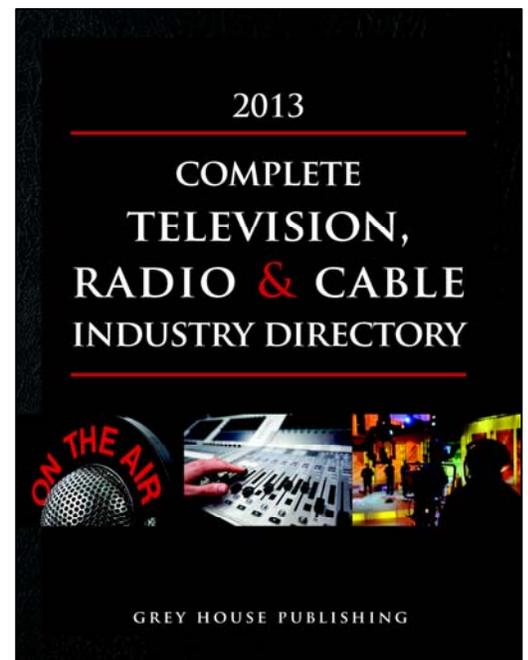
The information available in the *Complete Television, Radio & Cable Industry Directory* is data that is scattered across websites and government sites that is now in one “ready to go to work for you” resource. The new 2013 is a great marketing tool for suppliers to the industry, as well as those inside the industry who need fresh resources for distribution, programming, executive searches and more.

### **New Features**

This 2013 edition of the *Complete Television, Radio & Cable Industry Directory* covers the same valuable data fields researchers are used to, with a number of significant differences to the content – there is more of it, it is more current, and it is presented in a fresh, new look. This edition has a new name, a new cover design, and important changes to the arrangement of data and the page design, so that even the smallest of details – and there are lots of them – are easier to find.

Previous editions interspersed U.S. and Canadian data. This edition clearly separates U.S and Canadian material for television, radio and cable, so that users interested in either market will find a comprehensive section with everything from market areas, call letter lists and station profiles in one place.

Instead of all station data running together in one paragraph, we have separated important elements, such as websites, ownership, and programming. Not only are key contact names indented for quick recognition, but there are nearly 5,000 more names in this edition, for a total of 72,549. In addition, each station profile includes new, relevant data, like television’s virtual channel and radio’s Arbitron market area.



Cover Art is Available for Download at  
[www.greyhouse.com/TRC\\_2013\\_FrontCover.jpg](http://www.greyhouse.com/TRC_2013_FrontCover.jpg)

The *Complete Television, Radio & Cable Industry Directory* includes eight major sections, with the “big three” – television, radio and cable – arguably the most detailed and most significant. However, this directory is so much more than station data, with all the professional services from producers to engineers, from equipment manufacturers to legal services, including those who produce, distribute, manufacture, engineer, consult, and advocate for this diverse industry.

### **Television**

U.S. Television 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, and group owners. Detailed listings of 1,909 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**

U.S. Radio starts with an updated Arbitron Metro Survey Area Ranking, 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. Detailed listings of 15,725 radio stations are arranged by state of license, then city with 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. New to this section is the station’s market area. Users will find type of programming and special programming, including hours of news programming and target audience. Long lists of key contacts follow many more than the previous edition, 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 and FM and frequency. The U.S. radio section ends with detailed programming information – putting each radio station into one or more of 48 total categories, from Adult Contemporary to Vietnamese. This programming index is followed by special programming, where you will find specifics, like which stations in Portland, Oregon offer jazz as part of their program mix.

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**

This 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. New to this section are 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, from equipment manufacturers to cable audio services, this edition will help you find the product or service you need.

### **Professional Services and More**

This comprehensive directory goes on to include more valuable industry information, from employment services to technical consultants, from legal services to talent agents. There is a separate sections on associations, trade shows and vocational schools and, finally, complete listings for the FCC and other regulatory agencies. New to this edition is Canadian agency information.

### **Online Database**

For even easier access to this information *Complete Television, Radio & Cable Industry Directory* is available by subscription to our online database – G.O.L.D. For more information or a free trial, call 800-562-2139 or visit [www.greyhouse.com](http://www.greyhouse.com).

The *Complete Television, Radio & Cable Industry Directory* is your key to this dynamic industry, all in one place, with more than 22,600 listings, valuable lists and indexes. Find out specifics of any station in the U.S. and Canada, including their audience, how to reach them, what school offers industry training, where to find the latest studio sound board, and how to keep up on the latest industry regulations.

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*The Complete Television, Radio & Cable Industry Directory, 2013*

ISBN 13: 978-1-61925-103-8

1,700 pages

\$350.00

### Online Database

Single User: \$525.00

Single User & Book Combo: \$725.00 (A \$150 Savings!)

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Editorial Director: Laura Mars-Proietti

Publisher: Leslie Mackenzie