

# The Complete Television, Radio & Cable Industry Guide

## Mailing List & Database Information

Thoroughly updated with the most recent data on the Television, Radio, and Cable Industries, this is the go-to source for station data and industry contacts in the US and Canada. Selects include type of station, state of license, designated market area, Arbitron market area, population served and a wide range of key contacts, from Station Managers to Production Directors, Music to Advertising Directors, important contacts that get you to the right person at the right organization in just one call.

Television Stations in the US	1,803
Television Stations in Canada	149
Radio Stations in the US	14,699
Radio Stations in Canada	1,082

### Television and Radio Executives

Chairman	12,318
CEO/COO	2,933
President	7,369
Operations Director	5,513
General Manager	9,812
Station Manager	2,096
General Sales Manager	6,139
Programming Director	6,681
Promotions Manager	3,036
News Director	3,547
Engineering Director	1,144
Chief Engineer	2,756

### US Radio Stations by Population Served

Under 50,000	830
50,001-100,000	181
100,001-250,000	234
Over 250,000	415

### US Television Stations by Population Served

Under 50,000	1,518
50,001-100,000	8
100,001-250,000	50
Over 250,000	227

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\*Standard File Layout includes: company name, complete mailing address, and (1) contact with title.

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### Radio Stations By State:

Alabama	357
Alaska	137
Arizona	234
Arkansas	283
California	873
Colorado	304
Connecticut	105
Delaware	41
Washington, DC	26
Florida	575
Georgia	463
Hawaii	78
Idaho	160
Illinois	475
Indiana	355
Iowa	279
Kansas	250
Kentucky	359
Louisiana	271
Maine	128
Maryland	127
Massachusetts	197
Michigan	460
Minnesota	365
Missouri	386
Mississippi	277
Montana	202
Nebraska	182
Nevada	114
New Hampshire	92
New Jersey	138
New Mexico	226
New York	565
North Carolina	437
North Dakota	110
Ohio	432
Oklahoma	256
Oregon	293
Pennsylvania	507
Rhode Island	35
South Carolina	242
South Dakota	134
Tennessee	407
Texas	958
Utah	126
Virginia	365
Vermont	85
Washington	276
Wisconsin	346
West Virginia	178
Wyoming	175

### Top 50 DMA:

New York	24
Los Angeles	27
Chicago	17
Philadelphia	22
Dallas-Ft. Worth	17
San Francisco-Oakland-San Jose	22
Boston (Manchester, NH)	21
Atlanta	14
Washington, DC (Hagerstown, MD)	18
Houston	16
Detroit	8
Phoenix (Prescott)	16
Tampa-St. Petersburg (Sarasota)	13
Seattle-Tacoma	17
Minneapolis-St. Paul	19
Miami-Fort Lauderdale	15
Cleveland-Akron	13
Denver	22
Orlando-Daytona Beach-Melbourne	17
Sacramento-Stockton-Modesto	13
St. Louis	8
Portland, OR	11
Pittsburgh	11
Charlotte	12
Indianapolis	15
Baltimore	9
Raleigh-Durham (Fayetteville)	11
San Diego	12
Nashville	11
Hartford & New Haven	11
Kansas City	12
Columbus, OH	7
Salt Lake City	18
Cincinnati	9
Milwaukee	12
Greenville-Spartanburg-Asheville-Anderson	13
San Antonio	11
West Palm Beach-Fort Pierce	11
Grand Rapids-Kalamazoo-Battle Creek	10
Birmingham (Anniston, Tuscaloosa)	16
Harrisburg-Lancaster-Lebanon-York	10
Las Vegas	13
Norfolk-Portsmouth-Newport News	10
Albuquerque-Santa Fe	23
Oklahoma City	15
Greensboro-High Point-Winston Salem	10
Jacksonville, FL	13
Memphis	8
Austin	8
Louisville	10

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