

# The Media Audit

## NEWS RELEASE

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### **KSTE-FM Portland Becomes 600th Radio Client of The Media Audit**

Houston -(3/18/02) - KSTE-FM, Star 105.9, Portland, a Clear Channel station, has become the 600th radio subscriber of The Media Audit, a 31-year-old syndicated media ratings service currently covering more than 85 metro markets.

"When we acquired KSTE and launched the format," says Dave Milner, KSTE's VP-Sales, "The Media Audit was our first choice for qualitative. Because it measures the market twice a year by telephone, we can count on it picking up changes in the market quickly. In today's environment, selling qualitatively is a key benefit for generating increased revenues."

Phil Beswick, President of The Media Audit, said radio has been the "foundation of our business since we signed up our first radio station, KXYZ in Houston in 1971. Of all the available media, radio is the most fractionated and competitive and for those reasons qualitative data is essential in sales and marketing."

The Media Audit is a product of International Demographics, Inc., which is engaged exclusively in syndicated, multimedia surveys conducted at the local market level. Traditional media - print, broadcast and outdoor - have used The Media Audit data in sales, marketing and management for more than three decades. In 1998, the survey started providing data on local media web sites. The survey now contains more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

TMA has more than 1700 clients that include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies and direct mail houses. The client base also includes more than 500 advertising agencies.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact Bob Jordan by email ([bjordan@themediiaaudit.com](mailto:bjordan@themediiaaudit.com)) and leave your name, title, company affiliation and your mailing and/or email address.

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