

The Media Audit

NEWS RELEASE

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Gerald Hartshorn Joins The Media Audit As Executive Vice President, Research Director

Media research veteran to take a leading position in guiding The Media Audit into new and developing areas of syndicated multi-media audience research

Houston, July 12, 2000 - The Media Audit, the pioneer and leading local market multi-media qualitative audience ratings service, today announced the appointment of Gerry Hartshorn as the company's Executive Vice President and Research Director. Hartshorn, with over 20 years experience in media research, will be responsible for taking The Media Audit into new multi-media audience measurement fields.

"Gerry is an excellent addition to our team. We have been talking to him for the past couple of years about joining The Media Audit team", said Bob Jordan, Co-Chairman and one of the founders of International Demographics, the parent company of The Media Audit. Gerry is one of the most experienced media researchers in the industry today. "He brings a wide array of hands-on experience to The Media Audit that includes every media discipline from telephone surveys to diaries, panels and electronic measurement data collection techniques."

Before joining The Media Audit, Hartshorn was Director of Research at Starz Encore Group, a cable television network that distributes 13 premium movie channels including the STARZ! and Encore channels. During his tenure at Encore, he was responsible for overseeing all syndicated research and custom program research projects. Prior to joining Encore, Gerry was Vice President Research for Cox Broadcasting's research division where he was responsible for overseeing all research services for broadcasting, cable, direct mail, publishing and nationally known clients such as Samsonite, Boston Chicken and Coors beer.

Gerry spent six years with the National Association of Broadcasters as Director of Audience Measurement & Policy Research before joining the Cox research organization. While at the NAB, he served as an industry representative to MRC, CONTAM, COLTAM, COLRAM and ARF and authored or edited numerous articles and several books on research techniques, including: Audience Research Sourcebook, Numbers to Dollars: Using Audience Research to Sell Radio and Successful Radio Compensation Strategies.

Prior to the NAB, Hartshorn spent ten years with the Arbitron Company's television product group where for the last three years of his tenure he supervised day-to-day product management and was responsible for the development and implementation of on-going policies and procedures for broadcast commercial monitoring product: MediaWatch. He was also a member of the ScanAmerica national television ratings development team.

The Media Audit Background Information

The Media Audit was founded in April 1971 and created a new kind of syndicated media audience survey in June of that year-a local market, single source, multi-media, qualitative audience survey. Today, The Media Audit

covers 84 local markets, has over 1,700 clients that include radio stations, TV stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, direct mail houses and local internet web sites for daily newspapers, television stations, radio stations, alternative newspapers, shoppers and city guides.

The Media Audit client base also includes over 500 advertising agencies, media buying services and advertisers.

In addition to being the first local market, multi-media, qualitative audience service, The Media Audit was the first qualitative service to provide semiannual reports; local web site ratings for newspapers, television stations, radio stations and city guides; and the first and only local qualitative ratings service to gain MRC accreditation.