



EASTLAN
R A T I N G S

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For Immediate Release

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FMR/Eastlan “Local Radio Analysis” debuts in 9 markets.

(TUCSON AZ) Long-time radio research brands FMR and Eastlan Ratings have collaborated to develop an affordable qualitative sales tool for AM/FM radio.

Designed for direct sales and programming, the Local Radio Analysis allows a station to demonstrate an exact number of listeners with propensity-to-purchase in each consumer category.

“The Eastlan team asked our data scientists to help design and execute a low-cost tool to demonstrate the purchasing power of each local radio station in a given market”, said FMR Managing Member Kent Phillips. “Throughout our testing, local broadcasters have been quick to say we have found something they can make money with.”

“Since day one, nearly 25 year ago, we promised Eastlan would remain a radio-only company. We have repeatedly resisted the temptation of the trendy new scheme to diminish radio”, reminded Eastlan Ratings President/CEO Mike Gould. “Our entire team goes to work every day fully committed to providing tools to demonstrate the incredibly, unique bond between local radio stations and their substantial audiences.”

Studies are being fielded this Spring in these 9 initial markets: **Ashtabula OH, Bowling Green KY, Durant OK, Missoula MT, Rapid City SD, Sherman TX, Victoria TX and Vincennes, IN/IL, Wenatchee/Chelan WA.**

