



EASTLAN
R A T I N G S

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For Immediate Release

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EASTLAN ADDS MULTI-CULTURAL & CHRISTIAN SPECIALIST.

Gould: "...will allow us to help of these many previously overlooked broadcasters."

(BELLEVUE, WA)- Looking to the future of local radio, Eastlan Ratings is investing in their efforts to help assure the vibrancy of the medium. Emilio Abdala has joined Eastlan in the newly created position of Director of Multi-Cultural & Christian Solutions.

"Local radio is changing fast and Emilio brings a vital perspective," remarked Eastlan President/CEO Mike Gould. "In most every local market, new Spanish language and faith based stations are blossoming but research services to help these broadcasters grow are seriously lacking. We are confident our new partnership with FMR Associates, coupled with Emilio's unique tool box, will allow us to help many of these previously overlooked broadcasters."

For more than 20 years, Abdala has applied his creative ability to connect business strategy to data & insights delivering high-impact local marketplace penetration plans for brands including the Chicago Fire of Major League Soccer, Verizon Wireless, and Univision Television. Abdala, previously an account manager at Arbitron, holds a MBA in Marketing and is a currently PhD candidate.

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Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.

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