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**For Immediate Release**

## **COLEMAN INSIGHTS CONTRIBUTES TO THE BAYLISS FOUNDATION ON BEHALF OF RADIO INDUSTRY PROFESSIONALS**

### **Donation Supports Scholarships and Internship Opportunities**

**RESEARCH TRIANGLE PARK, N.C., March 2, 2009** - Coleman Insights announced today a donation to the John Bayliss Broadcast Foundation on behalf of hundreds of American radio professionals who participated in an online study on conferences and conventions. The donation was made in accordance with an advance promise Coleman Insights made to the study's respondents, guaranteeing that \$10 would be contributed for each of the first 300 questionnaires completed.

“This represents a win-win situation for all of the parties involved,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman. “We were able to get a strong response from the radio professionals whose opinions we were soliciting, our client gained insights into the state of the radio industry conference and convention marketplace and the Bayliss Foundation received additional funding for their important mission of providing opportunities for young people entering our industry.”

“We are very grateful to our radio industry colleagues, who took the time to complete the questionnaire, thereby guaranteeing a contribution to the Bayliss Scholarship radio fund,” said Bayliss Foundation President Carl Butrum. “This donation, and others, helps us keep our programs operating so we are able to positively impact as many worthy students as possible.”

### **About Coleman Insights**

Coleman Insights, headquartered in Research Triangle Park, North Carolina with offices in Los Angeles and Hamburg, Germany, is a media research firm that has provided its clients with deeper insights into music trends and branding opportunities since 1978. Its clients include hundreds of radio stations in North America, South America, Europe and Asia, including those owned by CBS Radio, Emmis Communications, Lincoln Financial Media, Radio One, Bonneville International Corporation, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media, Entertainment Network (India) Limited and Hubbard Broadcasting. Additional information about Coleman Insights is available at [www.ColemanInsights.com](http://www.ColemanInsights.com).

### **About the John Bayliss Broadcast Foundation**

The John Bayliss Broadcast Foundation opens radio industry doors to outstanding college students by providing scholarships and internship opportunities. Since its inception in 1985, it has awarded more than 330 scholarships, totaling more than \$1.1 million, to students in radio broadcasting programs at colleges and universities across the country. Its internship program, started in 2005, has placed more than 90 students in paid internships with participating broadcasting companies. Additional information about the Bayliss Foundation is available at [www.baylissfoundation.org](http://www.baylissfoundation.org).

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