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**For Immediate Release**

## **COLEMAN INSIGHTS NAMES DAVID BAIRD AND EILEEN GENNA TO NEW OPERATIONS POSITIONS**

**RESEARCH TRIANGLE PARK, N.C., September 4, 2008** – Coleman Insights announced today that David Baird has been named Director of Research Operations and that Eileen Genna has been named Director of Business Operations at the media research firm. The appointments, which are effective immediately, were made by Coleman Insights’ President/Chief Operating Officer Warren Kurtzman.

“We were fortunate to have two talented people like David and Eileen within our organization already,” Kurtzman commented. “This has allowed us to make some structural changes to our operations that will ensure our ongoing ability to deliver the deepest insights to our clients.”

Baird, who previously was a Senior Research Analyst at Coleman Insights, will oversee all of the company’s research operations, including its 12-person staff of analysts and fielding professionals and Plan Developer, FACT® Strategic Music Test, Focus Group and other studies the firm provides to its clients. He joined Coleman Insights as a Research Analyst in 2004 from KMSO in Missoula, Montana, where he was the Program Director for three years. David also has radio air talent experience and worked in the publicity department at Asylum Records in Nashville, Tennessee after earning degrees from both Indiana University and Middle Tennessee State University.

Genna will focus on the company's business operations, including finances, human resources, facilities and its information technology infrastructure after previously serving as the firm's Business Manager. Including her 11 years with Coleman Insights, Eileen has over 25 years of experience in accounting and previously worked at Casablanca Records, Polygram Records & Filmworks, Megaforce Records and Berlitz Translations. She attended the State University of New York at Farmingdale and California State University-Los Angeles.

### **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, Spanish Broadcasting System, Citadel Communications, Entercom Communications Corporation, Grupo Radio Centro, Bonneville International Corporation, Sandusky Radio, Lagardère International, Radio One, 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).

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