

# Opinion Molders Database

Effective Mailing Lists to Reach "Influentials" in  
Media, Government, Business, Religion,  
Education, Medicine, Environment and more!



**dunhill**

International List Co., Inc. est. 1938



[www.dunhills.com](http://www.dunhills.com)  
[reaching@dunhills.com](mailto:reaching@dunhills.com)  
1-800-DUNHILL (386-4455)  
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# OPINION MOLDERS DATABASE

**286,418 names**

Is public opinion absolutely necessary to your organization?

Sure it is . . . and direct mail will deliver your message to your most influential audience.

If your group is advocating or promoting important issues or products relating to environmental protection, health care, affirmative action, privacy, taxes, etc., isn't it so very important to communicate your story to opinion molders who can influence both the public and private sectors?

The following pages offer a comprehensive array of opinion molders. Included are leaders in government, media, business, religion, education, medicine, labor, philanthropy, law, conservation, the economy and the environment.

Pinpoint the specific audiences that can influence and promote your viewpoint or products. And . . . **if your message is urgent and can't wait for the mail, telephone, fax numbers and e-mail addresses are available.**

Communicate your story monthly or quarterly. Tell these opinion molders about your organizational goals and concerns.

Many Ad agencies and PR firms use this database to distribute their clients' promotional materials.

This powerful group of influentials is broken down into multiple sublists. Each sublist may be expanded or reduced. The rental rate is from \$100 per thousand names. Double this rate for unlimited usage of this leased file for one year. If a category totals under 1,000 records, the cost is \$100 per list. When you renew your yearly lease, you will receive a brand new tape or diskette with updated names at the same low rate.

The file is conveniently provided on magnetic tape, diskette, cheshire or pressure sensitive labels or may be e-mailed to your computer.

**We guarantee that these mailing or telemarketing names are correct and deliverable. Only the most relevant names are included.**

It's fast, effective, and inexpensive. Getting started is as easy as selecting your categories and calling us today at 1-800-DUNHILL (386-4455).

Visit us online [www.dunhills.com](http://www.dunhills.com) for instant access to our huge inventory of business and consumer databases.

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International List Co., Inc. 1951 NW 19th Street, Boca Raton, FL 33431-7344

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# AREAS OF INTEREST

	Quantity of Names		Quantity of Names
<b>I. FEDERAL GOVERNMENT</b>			
a. Top Level Government Agency and Department Officials. Selection of 75 Federal Agencies	37,175	m. City Managers	790
b. Members of The House and Aides	827	n. City Administrators (Available by Population)	4,563
c. Senators and Senatorial Aides	206	o. Electric Utilities Top Executives (Muni-Systems)	1,700
d. Cabinet Heads and Deputies	180	p. Personnel Executives - City, County, Federal	3,300
e. Congressional Aides and Committee Staff Members	5,900	q. Housing Agency Executives	5,400
f. President, Cabinet and White House Staff	180	r. City Clerks	3,400
g. Federal Government Public Affairs, Media and Communications Directors	425	<b>IV. MEDIA/COMMUNICATIONS</b>	
h. Public Works Officials	294	a. Publishers/Editors of Daily Newspapers, circulation over 60,000	244
i. Law Enforcement Officials - FBI, Secret Service, Alcohol, Tobacco, Firearms, FAA, USDT, Interior, etc.	1,156	b. Publishers/Editors of Major Business Publications - circulation over 100,000	33
j. Consumer Rights Assistance Services and Regulatory Executives	105	c. Radio & Television Network Heads (Broadcast & Cable)	25
k. Highest Level Appointees, Directors - All Agencies including Federal Reserve, Budget, GSA, etc.	2,535	d. Local Television Station Managers - Major Markets	30
l. Federal Lobbyists Registered in Congress	3,268	e. Local AM Radio Station Managers - Major Markets	156
m. Judges	1,762	f. Selected Syndicated Features	113
n. Presidential Appointees/Key Policy Decision Makers	708	g. Chief Operating Officers of Top 50 Public Relation/ Advertising Agencies	50
<b>II. INTERNATIONAL</b>			
a. Foreign Trade Consulates (Consul General)	477	h. Heads of Wire and News Service Organizations	112
b. United Nations Ambassadors	148	i. Newspapers with Publisher or Editor	
c. Foreign Embassies in D.C./Ambassador & various Consular Officials	880	-Special Interest	338
d. Major U.S. Exporting/Importing Firms Top Executives	2,100	-Religious	72
e. International Monetary Fund Members	487	-Black	66
<b>III. STATE AND LOCAL GOVERNMENTS</b>			
a. Governors, Lt. Governors, Attorneys General, Other Administrators Available (Top admin. per dept) Select by population	5,976	-Foreign Language	108
b. Mayors of Major Cities (Pop. over 90,000) Other City Leaders Available. Total 30,000 records	110	j. Communication Executives (Leading) at Home Address	3,200
c. Leaders of State - Democratic and Republican Parties	102	k. House Organ Editors (Major Firms)	2,731
d. State Elected Officials - Home or Business	7,420	-One Per Firm	1,129
e. State Public Works Officials	154	l. Public Radio Stations - Major Markets	225
f. Municipal Public Works Officials	3,017	m. Newsletter Publishers (165 Categories)	12,977
g. Judges -(except Federal)		-Editors	10,800
-City	2,548	n. Magazine Publishers (192 Categories)	
-County	1,992	By Circulation	14,673
-State	9,300	-Publishers	1,983
h. Law Enforcement Officials (State Police, Prison, Highway Patrol, etc.)	2,800	-Editors	11,234
i. County Board of Supervisors and Administrator or Manager - Others Available	2,800	-Over 5,000 Circulation	9,000
j. Most Important Government Figures at Home Address - All Levels of Government	3,500	<b>V. INDUSTRY</b>	
k. Consumer Rights Assistance Service/Regulatory Agency Executives	368	a. Industry Lobbyists	277
l. City Leaders - Fire, Police, Purch., Court Clerks (Available by Population Range & Job Function)	32,451	b. Utility Co. Heads - Over 50,000 Households Serviced	194
		c. Gas Utility Co. Heads - Over \$2 Million Revenue	333
		d. Transportation Co. Pres., Public and Private	306
		e. Railroad Officials - President - Transit & Suburban	42
		f. Construction - Roads and Highways - USDT	181
		-State	276
		g. Oil Industry - Integrated Co's - Top Exec	400
		h. Economic Development Councils, incl. Foreign Trade Zones, Private Devel., Chambers of Commerce, Wash. Contacts, etc.	800
		i. Electronic Funds Regulators	96
		j. Database Owners (Top Exec)	363
		k. Bank Presidents (Assets over \$1 Billion)	368
		l. Communication Directors - Major Companies and Associations	527

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m. Political Action Committees (PACS) by category	967	<b>X. ECONOMICS</b>	
-Business	361	a. Chief Economists of Fortune Firms	132
-Labor	267	b. Mutual Fund Top Executives	248
-Trade & Profit	221	c. Insurance Company Presidents - Largest	637
-Special Interest	63	d. Merger Buyouts & Acquisition Executives	96
-Leadership	43	e. S & L Association Presidents (Over \$500 Million Assets)	336
-Ideological	11	f. Credit Union Presidents (Assets over \$200 million)	282
n. Seminar Firms - Top Execs. (Pres.) - Largest	207	g. Federal Agencies (FDIC, World Bank, IMF, Treasury Dept., FANNY MAE, Budget)	300
o. Heads of Firms with Sales over \$1 Billion	1,100	h. Financial Decision Makers (Send for Exec breakdown)	31,083
p. Trade Associations - Nat'l Hdqs. - Exec. Dir.		-Over 5,000 Employees	9,548
-From 1,000-9,999 Members	3,829	-Includes Cash Mgmt., Leasing, Pensions, Int'l Finance, Risk Mgt., Real Estate, MIS	843
-Over 10,000 Members	1,962	i. Investment Advisors (Assets Over \$1 Billion)	5,464
18 separate category breakdowns on request from Agricultural to Veterans Associations.		-Top Executive per firm	360
q. Architectural Firms Presidents (Largest)	456	j. Investment Bankers - Top Execs (includes Security Dealers)	1,200
r. Convention & Visitors Bureaus (Largest) with President	516	<b>XI. LEGAL</b>	
s. Book Publishers (President)	1,206	a. Judges of the Highest Courts	122
t. Advertising Agency Creative Directors - (Largest)	200	b. Deans of the Top Law Schools	80
u. Public Relations Firms (President)	1,256	c. Senior Partner of Top Law Firms (over 50 Attorneys)	464
v. Public Affairs - Media Relations Executives	1,440	d. Key Members of the ABA	33
<b>VI. MEDICAL/HEALTHCARE PROFESSIONALS</b>		<b>XII. CONSERVATION AND ENVIRONMENT</b>	
a. Heads of the AMA plus Heads of State & County Medical Associations	510	a. Solid Waste Management Program Officials	68
b. Heads of Top HMO's	149	b. Air Pollution Control Agency Officials	348
c. Medical School Deans	109	c. Conservation Organizations (Executives)	
d. Hospital Administrators - Over 500 Beds - Non Government - For Profit	235	-Federal Government	371
e. Health & Medical Assn., including Dental Care Plans, Hosp. Mgmt. Co's, Blue Cross/ Blue Shield, Preferred Provider Plans, etc.	580	-Independent Agencies	30
f. Public Health Officials - Multiple Breakdowns	2,363	-Int'l. /Nat'l. & Interstate Commissions	29
-Federal	11,867	-Int'l. /Nat'l. & Interstate Orgs.	1,163
-State	676	-State Territorial Agency/Citizen Groups	1,931
g. Health Service Facilities (32 sublets from AIDS to Vietnam Vet Centers)	18,000	-Fish and Game Commissions	24
<b>VII. LABOR</b>		-Nat'l. Forests, Parks & Seashores	172
a. Heads of the Top Int'l. Labor Unions	211	d. State Energy Programs (DOE)	450
b. Labor/Industrial Relations Executives	887	<b>XIII. MISCELLANEOUS</b>	
<b>VIII. PHILANTHROPIC</b>		a. Public Figures (Sportsmen, Entertainers, Athletes, etc.)	800
a. Heads of Major Health & Medical Associations	1,863	b. Scientific & Engineering Associations	
b. Foundation Heads (Over \$50 Million Assets)	730	-Largest with President	300
c. Social Welfare Organizations (Largest)	450	c. Travel and Tourism Directors	1,177
d. Religious Leadership at Home Address	920	d. Better Business Bureaus	157
e. Tax Exempt Organizations, Institutions - 400 Categories (Send for Breakdown)		e. Prison & Correctional Dept. Executives	1,085
f. Largest Individual Donors in US (Select by Age)	113,000	f. Celebrities at Home or Business Address	9,539
<b>IX. EDUCATORS</b>			
a. Presidents of 4 Year Colleges and Universities - Over 10,000 Enrollment	340		
b. Top Private Institutions by Endowment	50		
c. Principals of High Schools - over 2,000 Students	632		
d. Deans of the Top Business Schools	114		
e. Leading Educators at Home Address	11,184		
f. School Superintendents (over 5,000 students)	1,500		

If you don't see the list you want, please call

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