Opinion Molders Database

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

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fax (561) 347-0400
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 for instant access to our huge inventory of business and consumer databases.
# Areas of Interest

## I. Federal Government

<table>
<thead>
<tr>
<th>Official Type</th>
<th>Quantity of Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Level Government Agency and Department Officials</td>
<td>37,175</td>
</tr>
<tr>
<td>Members of The House and Aides</td>
<td>827</td>
</tr>
<tr>
<td>Senators and Senatorial Aides</td>
<td>206</td>
</tr>
<tr>
<td>Cabinet Heads and Deputies</td>
<td>180</td>
</tr>
<tr>
<td>Congressional Aides and Committee Staff Members</td>
<td>5,900</td>
</tr>
<tr>
<td>President, Cabinet and White House Staff</td>
<td>180</td>
</tr>
<tr>
<td>Federal Government Public Affairs, Media and Communications Directors</td>
<td>425</td>
</tr>
<tr>
<td>Law Enforcement Officials - FBI, Secret Service, Alcohol, Tobacco, Firearms, FAA, USDT, Interior, etc.</td>
<td>1,156</td>
</tr>
<tr>
<td>Consumer Rights Assistance Services and Regulatory Executives</td>
<td>105</td>
</tr>
<tr>
<td>Highest Level Appointees, Directors - All Agencies including Federal Reserve, Budget, GSA, etc.</td>
<td>2,535</td>
</tr>
<tr>
<td>Federal Lobbyists Registered in Congress</td>
<td>3,268</td>
</tr>
<tr>
<td>Judges</td>
<td>1,762</td>
</tr>
<tr>
<td>Presidential Appointees/ Key Policy Decision Makers</td>
<td>708</td>
</tr>
</tbody>
</table>

## II. International

<table>
<thead>
<tr>
<th>Official Type</th>
<th>Quantity of Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Trade Consulates (Consul General)</td>
<td>477</td>
</tr>
<tr>
<td>United Nations Ambassadors</td>
<td>148</td>
</tr>
<tr>
<td>Foreign Embassies in D.C. Ambassador &amp; various Consular Officials</td>
<td>880</td>
</tr>
<tr>
<td>Major U.S. Exporting/Importing Firms Top Executives</td>
<td>2,100</td>
</tr>
<tr>
<td>International Monetary Fund Members</td>
<td>487</td>
</tr>
</tbody>
</table>

## III. State and Local Governments

<table>
<thead>
<tr>
<th>Official Type</th>
<th>Quantity of Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governors, Lt. Governors, Attorneys General, Other Administrators Available (Top admin. per dept) Select by population</td>
<td>5,976</td>
</tr>
<tr>
<td>Mayors of Major Cities (Pop. over 90,000) Other City Leaders Available. Total 30,000 records</td>
<td>110</td>
</tr>
<tr>
<td>Leaders of State - Democratic and Republican Parties</td>
<td>102</td>
</tr>
<tr>
<td>State Elected Officials - Home or Business</td>
<td>7,420</td>
</tr>
<tr>
<td>State Public Works Officials</td>
<td>154</td>
</tr>
<tr>
<td>Municipal Public Works Officials</td>
<td>3,017</td>
</tr>
<tr>
<td>Judges -(except Federal)</td>
<td>2,548</td>
</tr>
<tr>
<td>-City</td>
<td>1,992</td>
</tr>
<tr>
<td>-County</td>
<td>9,300</td>
</tr>
<tr>
<td>Law Enforcement Officials (State Police, Prison, Highway Patrol, etc.)</td>
<td>2,800</td>
</tr>
<tr>
<td>County Board of Supervisors and Administrator or Manager - Others Available</td>
<td>2,800</td>
</tr>
<tr>
<td>Most Important Government Figures at Home Address - All Levels of Government</td>
<td>3,500</td>
</tr>
<tr>
<td>Consumer Rights Assistance Service/Regulatory Agency Executives</td>
<td>368</td>
</tr>
<tr>
<td>City Leaders - Fire, Police, Purch., Court Clerks (Available by Population Range &amp; Job Function)</td>
<td>32,451</td>
</tr>
</tbody>
</table>

## IV. Media/Communications

<table>
<thead>
<tr>
<th>Official Type</th>
<th>Quantity of Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishers/Editors of Daily Newspapers, circulation over 60,000</td>
<td>244</td>
</tr>
<tr>
<td>Publishers/Editors of Major Business Publications - circulation over 100,000</td>
<td>33</td>
</tr>
<tr>
<td>Radio &amp; Television Network Heads (Broadcast &amp; Cable)</td>
<td>25</td>
</tr>
<tr>
<td>Local Television Station Managers - Major Markets</td>
<td>30</td>
</tr>
<tr>
<td>Local AM Radio Station Managers - Major Markets</td>
<td>156</td>
</tr>
<tr>
<td>Selected Syndicated Features</td>
<td>113</td>
</tr>
<tr>
<td>Chief Operating Officers of Top 50 Public Relation/Advertising Agencies</td>
<td>50</td>
</tr>
<tr>
<td>Heads of Wire and News Service Organizations</td>
<td>112</td>
</tr>
<tr>
<td>Newspapers with Publisher or Editor -Special Interest</td>
<td>338</td>
</tr>
<tr>
<td>-Religious</td>
<td>72</td>
</tr>
<tr>
<td>-Black</td>
<td>66</td>
</tr>
<tr>
<td>-Foreign Language</td>
<td>108</td>
</tr>
<tr>
<td>Communication Executives (Leading) at Home Address</td>
<td>3,200</td>
</tr>
<tr>
<td>House Organ Editors (Major Firms) -One Per Firm</td>
<td>1,129</td>
</tr>
<tr>
<td>Public Radio Stations - Major Markets</td>
<td>225</td>
</tr>
<tr>
<td>Newsletter Publishers (165 Categories)</td>
<td>12,977</td>
</tr>
<tr>
<td>-Editors</td>
<td>10,800</td>
</tr>
<tr>
<td>Magazine Publishers (192 Categories)</td>
<td>14,673</td>
</tr>
<tr>
<td>-By Circulation</td>
<td>1,983</td>
</tr>
<tr>
<td>-Editors</td>
<td>11,234</td>
</tr>
<tr>
<td>-Over 5,000 Circulation</td>
<td>9,000</td>
</tr>
</tbody>
</table>

## V. Industry

<table>
<thead>
<tr>
<th>Official Type</th>
<th>Quantity of Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Lobbyists</td>
<td>277</td>
</tr>
<tr>
<td>Utility Co. Heads - Over 50,000 Households Serviced</td>
<td>194</td>
</tr>
<tr>
<td>Gas Utility Co. Heads - Over $2 Million Revenue</td>
<td>333</td>
</tr>
<tr>
<td>Transportation Co. Pres., Public and Private</td>
<td>306</td>
</tr>
<tr>
<td>Railroad Officials - President - Transit &amp; Suburban</td>
<td>42</td>
</tr>
<tr>
<td>Construction - Roads and Highways - USDT</td>
<td>181</td>
</tr>
<tr>
<td>-State</td>
<td>276</td>
</tr>
<tr>
<td>Oil Industry - Integrated Co's - Top Exec</td>
<td>400</td>
</tr>
<tr>
<td>Economic Development Councils, incl. Foreign Trade Zones, Private Devel., Chambers of Commerce, Wash. Contacts, etc.</td>
<td>800</td>
</tr>
<tr>
<td>Electronic Funds Regulators</td>
<td>96</td>
</tr>
<tr>
<td>Database Owners (Top Exec)</td>
<td>363</td>
</tr>
<tr>
<td>Bank Presidents (Assets over $1 Billion)</td>
<td>368</td>
</tr>
<tr>
<td>Communication Directors - Major Companies and Associations</td>
<td>527</td>
</tr>
</tbody>
</table>
**AREAS OF INTEREST**

### m. Political Action Committees (PACS) by category

- **Business**
  - Quantity of Names: 361
- **Labor**
  - Quantity of Names: 267
- **Trade & Profit**
  - Quantity of Names: 221
- **Special Interest**
  - Quantity of Names: 63
- **Leadership**
  - Quantity of Names: 43
- **Ideological**
  - Quantity of Names: 11

### n. Seminar Firms - Top Execs. (Pres.) - Largest
- Quantity of Names: 207

### o. Heads of Firms with Sales over $1 Billion
- Quantity of Names: 1,100

### p. Trade Associations - Nat'l Hdqs. - Exec. Dir.
- From 1,000-9,999 Members
  - Quantity of Names: 3,829
- Over 10,000 Members
  - Quantity of Names: 1,962

18 separate category breakdowns on request from Agricultural to Veterens Associations.

### q. Architectural Firms Presidents (Largest)
- Quantity of Names: 456

### r. Convention & Visitors Bureaus (Largest) with President
- Quantity of Names: 516

### s. Book Publishers (President)
- Quantity of Names: 1,206

### t. Advertising Agency Creative Directors - (Largest)
- Quantity of Names: 200

### u. Public Relations Firms (President)
- Quantity of Names: 1,256

### v. Public Affairs - Media Relations Executives
- Quantity of Names: 1,440

### VI. MEDICAL/HEALTHCARE PROFESSIONALS

#### a. Heads of the AMA plus Heads of State & County Medical Associations
- Quantity of Names: 510

#### b. Heads of Top HMO's
- Quantity of Names: 149

#### c. Medical School Deans
- Quantity of Names: 109

#### d. Hospital Administrators - Over 500 Beds - Non Government - For Profit
- Quantity of Names: 235

#### e. Health & Medical Assn., including Dental Care Plans, Hosp. Mgmt. Co's, Blue Cross/ Blue Shield, Preferred Provider Plans, etc.
- Quantity of Names: 580

#### f. Public Health Officials - Multiple Breakdowns
  - Federal
    - Quantity of Names: 11,867
  - State
    - Quantity of Names: 676

#### g. Health Service Facilities (32 sublets from AIDS to Vietnam Vet Centers)
- Quantity of Names: 18,000

### VII. LABOR

#### a. Heads of the Top Int'l. Labor Unions
- Quantity of Names: 211

#### b. Labor/Industrial Relations Executives
- Quantity of Names: 887

### VIII. PHILANTHROPIC

#### a. Heads of Major Health & Medical Associations
- Quantity of Names: 1,863

#### b. Foundation Heads (Over $50 Million Assets)
- Quantity of Names: 730

#### c. Social Welfare Organizations (Largest)
- Quantity of Names: 450

#### d. Religious Leadership at Home Address
- Quantity of Names: 920

#### e. Tax Exempt Organizations, Institutions - 400 Categories (Send for Breakdown)

#### f. Largest Individual Donors in US (Select by Age)
- Quantity of Names: 113,000

### IX. EDUCATORS

#### a. Presidents of 4 Year Colleges and Universities - Over 10,000 Enrollment
- Quantity of Names: 340

#### b. Top Private Institutions by Endowment
- Quantity of Names: 50

#### c. Principals of High Schools - over 2,000 Students
- Quantity of Names: 632

#### d. Deans of the Top Business Schools
- Quantity of Names: 114

#### e. Leading Educators at Home Address
- Quantity of Names: 11,184

#### f. School Superintendents (over 5,000 students)
- Quantity of Names: 1,500

### X. ECONOMICS

#### a. Chief Economists of Fortune Firms
- Quantity of Names: 132

#### b. Mutual Fund Top Executives
- Quantity of Names: 248

#### c. Insurance Company Presidents - Largest
- Quantity of Names: 637

#### d. Merger Buyouts & Acquisition Executives
- Quantity of Names: 96

#### e. S & L Association Presidents (Over $500 Million Assets)
- Quantity of Names: 336

#### f. Credit Union Presidents (Assets over $200 million)
- Quantity of Names: 282

#### g. Federal Agencies (FDIC, World Bank, IMF, Treasury Dept., FANNY MAE, Budget)
- Quantity of Names: 300

#### h. Financial Decision Makers (Send for Exec breakdown)
- Over 5,000 Employees
  - Quantity of Names: 9,548
- Includes Cash Mgmt., Leasing, Pensions, Int'l Finance, Risk Mgmt., Real Estate, MIS
  - Quantity of Names: 843

#### i. Investment Advisors (Assets Over $1 Billion)
- Top Executive per firm
  - Quantity of Names: 360

#### j. Investment Bankers - Top Execs (includes Security Dealers)
- Quantity of Names: 1,200

### XI. LEGAL

#### a. Judges of the Highest Courts
- Quantity of Names: 122

#### b. Deans of the Top Law Schools
- Quantity of Names: 80

#### c. Senior Partner of Top Law Firms (over 50 Attorneys)
- Quantity of Names: 464

#### d. Key Members of the ABA
- Quantity of Names: 33

### XII. CONSERVATION AND ENVIRONMENT

#### a. Solid Waste Management Program Officials
- Quantity of Names: 68

#### b. Air Pollution Control Agency Officials
- Quantity of Names: 348

#### c. Conservation Organizations (Executives)
  - Federal Government
    - Quantity of Names: 371
  - Independent Agencies
    - Quantity of Names: 30
  - Int'l. / Nat'l. & Interstate Commissions
    - Quantity of Names: 29
  - Int'l. / Nat'l. & Interstate Orgs.
    - Quantity of Names: 1,163
  - State Territorial Agency/Citizen Groups
    - Quantity of Names: 1,931
  - Fish and Game Commissions
    - Quantity of Names: 24
  - Nat'l. Forests, Parks & Seashores
    - Quantity of Names: 172
  - State Energy Programs (DOE)
    - Quantity of Names: 450

### XIII. MISCELLANEOUS

#### a. Public Figures (Sportsmen, Entertainers, Athletes, etc.)
- Quantity of Names: 800

#### b. Scientific & Engineering Associations
  - Largest with President
    - Quantity of Names: 300

#### c. Travel and Tourism Directors
- Quantity of Names: 1,177

#### d. Better Business Bureaus
- Quantity of Names: 157

#### e. Prison & Correctional Dept. Executives
- Quantity of Names: 1,085

#### f. Celebrities at Home or Business Address
- Quantity of Names: 9,539

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