

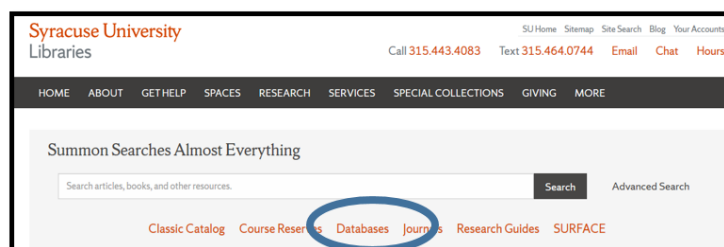
Using Kantor | SRDS Media Solutions to research a station or market

SRDS is a database available online [via SU Libraries](#). It's used by advertisers to buy time on media but journalist can use it to get information about markets or stations, ownership, affiliations and top personnel.

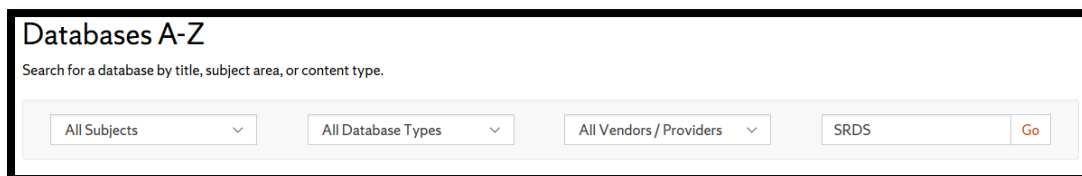
TO LEARN ABOUT THE MARKET: Here is the [SRDS link](#) to markets with demographic information. This can be helpful to learn about the market before a job interview.

TO FIND INFORMATION ON A PARTICULAR TV STATION: similar for radio

Step 1: At the SU [library website](#), click on tab for databases.



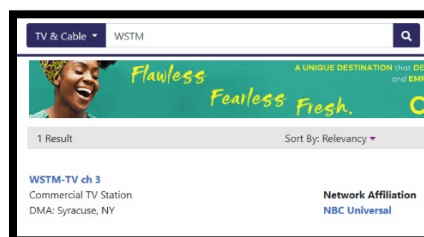
Step 2: Type SRDS into the last box and click GO.



Step 3: Then click on SRDS Media Solutions when it comes up. You should see this navigation bar:




Step 4: For TV, click on TV & Cable stations, networks, owners and reps and you should see this. Put the station name in the search bar. Then click on the name of the station when it appears.



Using Kantor | SRDS Media Solutions to research a station or market

Step 5: Here is the type of information you get for a station. Click the down arrow on “Contacts and Reps” for names of top personnel but since they change often, double check by calling the station directly.

WSTM-TV ch 3
Website: <http://www.cnycentral.com>
License: Syracuse, NY **County:** Onondaga
Corporate Owner: [Sinclair Broadcast Group Inc](#)
Network Affiliation(s): [NBC Universal](#)
Special Features
Billboards: 5 sec
Infomercials: 30 min, 60 min
Dayparts Available: Various
Digital Media Listing
[CNY Central](#)

086347-000 | Commercial TV Station | DMA: Syracuse, NY

▼ **Contacts & Reps**

▼ **Traffic Specs**

▼ **Facilities**

Step 6: To see other stations in this market, look to the right for a list similar to this:

SRDS Users Also Viewed
[WTVH-TV ch 5](#)
[WSYR-TV ch 9, DT ch 17](#)
[WSTQ-LP ch 14](#)
[WSYT-TV ch 68](#)
[WSPX-TV ch 56, DT ch 15](#)
[WSWB-TV ch 38](#)
[WQMY-TV ch 53](#)
[WQPX-DT ch 32](#)
[WNYS-TV ch 44](#)
[WROC-TV ch 8](#)