Dynamic Chiropractic

NEWS / PROFESSION

Chiropractic on Television and Radio Websites

DYNAMIC CHIROPRACTIC AND ULTIMATE YOU TEAM TO BRING CHIROPRACTIC SERVICES AND INFORMATION TO MILLIONS VIA ABC, NBC AND OTHER MAJOR MEDIA

Editorial Staff

In a recently signed agreement, *Dynamic Chiropractic* will provide the chiropractic content for the websites of ABC and NBC television stations, and for the ABC, Citadel and Clear Channel radio station websites. According to the agreement, *Dynamic Chiropractic* will provide important news and information about all aspects of chiropractic and wellness to an estimated seven million "unique" visitors each month.

The ability to reach millions of viewers and listeners was made possible by Ultimate You, a marketing company that is quickly developing the largest network of content-rich multimedia websites in the U.S. Ultimate You is responsible for the content on websites supporting the corporately-owned local stations of ABC television, NBC television, ABC radio, and Citadel Communications.

Ultimate You is very interested in all aspects of alternative health. The company has specifically included website sections for this information, along with a directory and marketing services for doctors of chiropractic:

"We strongly believe in the value of chiropractic care,"said Kevin Gardner, president of Ultimate You. "This is why every website in our network contains a special channel that will feature the latest news and information about chiropractic provided by *Dynamic Chiropractic*. As part of our commitment to the profession, we have created a single doctor directory that will be featured on all of the websites. This way, a listed chiropractor has exposure to interested consumers across the country, in addition to their own community."

Ultimate You's network of television and radio station websites is growing at a steady rate. Each website follows a format that provides millions of visitors with information on all aspects of health. In its efforts to fulfill the need for chiropractic content, Ultimate You sought *Dynamic Chiropractic's* publisher, MPAmedia:

"While some may see us as two competing web companies, this is not how we see it," explained Don Petersen, publisher of *Dynamic Chiropractic*. "There is a tremendous synergy that can happen when companies like ours and Ultimate You work together. The most important benefit to this synergy is that millions of people will learn and become aware of the benefits of chiropractic for overall health. By matching our content to their chiropractor directory, UltimateYou gives every DC the opportunity to enjoy maximum exposure to those most interested in chiropractic care."

In addition to content, the Ultimate You websites will also encourage interested consumers to subscribe to *To Your Health*, an e-mail health newsletter developed by *Dynamic Chiropractic* for

consumers and patients. The newsletter is designed to provide monthly news and information that serves as a reminder of the benefits of chiropractic and a wellness lifestyle.

There is a nominal monthly fee to be featured on Ultimate You's network of over 100 websites. Doctors of chiropractic who would like more information about this opportunity should contact Mark Rinehart at 1-888-703-0077.

Call Letters:	Station Name:	Website:			
Alabama - Birm	Alabama - Birmingham				
WVTM-TV	NBC Channel 13	www.nbc13.com			
WRAX*	107.7 FM	www.wrax.com			
WYSF*	94.5 FM	www.softrock945.com			
WZRR*	99.5 FM	www.wzrr.com			
Arkansas - Little Rock					
KVLO	102.9 K-Love	www.k-love.com			
KURB	B98.5	www.b98.com			
KLAL	Alice 107.7	www.alice1077.com			
KIPR*	92.3 FM	www.power923.com			
KOKY*	102.1 FM	www.koky.com			
KARN*	92 AM/102.5 FM/107.1 FM	www.920karn.com			
California - Fre	California - Fresno				
KFSN-TV	ABC Channel 30	www.kfsn.com			
Los Angeles					
KNBC-TV	NBC Channel 4	www.nbc4la.com			
Modesto					
КНОР	Planet 95	www.khop.com			
KATM	Kat Country 103	www.cat103.com			
KDJK/ KHKK*	The Hawk 103.9 FM / 104.1	www.104thehawk.com			
KESP*	730 AM	www.espnradio970.com			
San Diego					
KNSD-TV	NBC Channel 7/39	www.nbc739.com			
Colorado Color	rado Springs				
KKMG	98.9 Magic FM	www.989magicfm.com			
KKFM	98.1 FM	www.kkfm.com			
KSPZ*	92.9 FM	www.oldies929.com			
KVOR*	740 AM	www.kvor.com			
KUBL*	1300 AM	(to be determined)			
Connecticut H	Connecticut Hartford				
WVIT-TV	NBC Channel 30	www.nbc30.com			
District of Columbia - Washington					
WRC-TV	NBC Channel 4	www.nbc4.com			
WRQX	MIX 107.3 FM	www.Mix1073fm.com			

WJZW	SMOOTH JAZZ 105.9	www.smoothjazz1059.com
WMAL	NEWS/TALK AM 630	www.wmal.com
Florida - Miami		
WTVJ-TV	NBC Channel 6	www.nbc6.net
Illinois - Chicag	0	
WMAQ-TV	NBC Channel 5	www.nbc5.com
WLS-TV	ABC Channel 7	www.abc7chicago.com
Maine - Portlan	d	
WTPN	The Point 98.9	www.989thepoint.com
WHOM	94.9 WHOM	www.whom949.com
WJBQ	Q 97.9	www.wjbq.com
WBLM*	102.9 FM	www.wblm.com
WCYI / WCYY*	3.9 FM / 94.3 FM	www.wcyy.com
Michigan - Flint		
WJRT-TV	ABC Channel 12	www.wjrt.com
Lansing		
WVFN*	730 AM	www.730amthefan.com
WJIM*	97.5 FM	www.oldies975.com
WJIM*	1240 AM	www.newstalk1240.com
WMMQ*	94.9 FM	www.wmmq.com
WFMK*	99.1 FM	www.wfmk.com
WITL*	100.7 FM	www.witl.com
Saginaw		
WIOG	102.5 WIOG	www.wiog.com
WHNN*	96.1 FM	www.whnn.com
WKZQ*	93.3 FM	www.z93kqz.com
WILZ/WYLZ*	104.5 FM / 100.9 FM	www.wheelz.fm
Minnesota - Mii	nneapolis & St. Paul	
QRS*	92 KQRS	www.92kqrs.com
V105*	FM Twin Cities Groove	www.v105.com
KXXR*	93 X	www.93x.com
Nevada - Las Ve	egas	
KFMS	KISS 101.9	www.kfms.com
KSNE	Sunny 106.5	www.KSNE.com
KWNR	New Country KWNR 95.5	www.kwnr.com
KQOL	KQOL 93.1	www.kqol.com
New Hampshire	e - Portsmouth	
WPKQ/WOKQ*	103.7 FM / 97.5 FM	www.wokq.com
WSAK/WSHK*	102.1 FM / 105.3 FM	www.shark1053.com
New Mexico - A	lbuquerque	

KMGA 99.5 Magic FM www.99.5magicfm.com KKOB KKOB 93.3 FM / 770 AM www.kkobfm.com KRUB* 610 AM www.f103thezone.com KHFM* 95.5 FM www.hfm.com KHFM* 95.5 FM www.l030thezone.com KHFM* 95.5 FM www.963thebuzzard.com KBZ * 96.3 FM www.963thebuzzard.com NeW York - Buffalo www.y963thebuzzard.com WEDG* 103.3 FM www.y97rock.com WHTT* 104.1 FM www.97rock.com WHTT* 104.1 FM www.oldies104.com New York City WWW.newschannel4.com www.newschannel4.com NBC TV ABC Channel 7 www.medc.com North Carolina - Raleigh www.mbc17.com www.wtrd.com WNCN-TV ABC Channel 17 www.wtrd.com WHTO-TV ABC Channel 18 www.mbc4columbus.com WCMH-TV NBC Channel 13 www.fart.com WTYG-TV ABC Channel 13 www.KATT.com WKYIS KISS 98.9 www.WKYIS.com KYIS	KRST	92.3 KRST	www.92.3krst.com
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WXTC* 1390 AM www.heaven1390.com WWWZ* 93.3 FM www.z93jamz.com WMGL* 101.7 FM www.magic1017.com	WSUY*	96.9 FM	www.sunny969.com
WWWZ* 93.3 FM www.z93jamz.com WMGL* 101.7 FM www.magic1017.com	WTMZ*	910 AM	www.910thezone.com
WMGL* 101.7 FM www.magic1017.com	WXTC*	1390 AM	www.heaven1390.com
	WWWZ*	93.3 FM	www.z93jamz.com
Philadelphia	WMGL*	101.7 FM	www.magic1017.com
	Philadelphia		

WCAU-TV	NBC Channel 10	www.nbc10.com		
WPVI-TV	ABC Channel 6	www.wpvi.com		
Rhode Island - East Providence				
WWLI	Lite Rock 105	www.lite105.com		
WPRO	92 Pro FM	www.92profm.com		
WSKO*	790 AM	www.790thescore.com		
WZRA / WZRI*	99.7 FM / 100.3 FM	www.z100providence.com		
WPRO*	630 AM	www.630wpro.com		
Providence & N	lew Bedford			
WJAR-TV	NBC Channel 10	www.nbc10wjar.com		
Tennessee - Knoxville				
WIVK	WIVK 107.7	www.WIVK.com		
WSMJ*	98.7 FM	www.wsmj.net		
WNOX*	990 AM / 99.1 FM	www.newstalk99.com		
Texas - Dallas				
KXAS-TV	NBC Channel 5	www.nbc5i.com		
WBAP	News/Talk 820	www.WBAP.com		
KMEO	Memories 96.7	www.KMEO.com		
KSCS	96.3 KSCS The Country Leader	www.KSCS.com		
ESPN	ESPN 103.3 FM	www.espn1033.com		
Utah - Salt Lake	Utah - Salt Lake City			
KBEE	B98.7	www.B987.com		
KBER	KBER 101.1	www.KBER.com		
KENZ	107.5 The End	www.1075.com		
KUBL	KBULL 93 (93.3)	www.KBULL93.com		
KFNZ	1320 All Sports	www.1320KFAN.com		

^{*} Denotes stations whose websites are currently being developed.

Ultimate You will be adding an additional 34 television markets by September 15, so if you did not see your market in the broadcast list, please call Mark Rinehart at 1-888-703-0077.

SEPTEMBER 2001