

For Release Monday 11/2/15

**Research Director, Inc. Announces Webinar Open to Industry**  
***Radio and Political Spending in 2016: Getting What We Deserve***

Tuesday's midterm election leads into a frenzied year of political campaigning. And 2016 brings with it a projected \$11.38 billion in political ad spending. Radio's projected share of that is 7%. In an upcoming webinar open to the industry, Research Director, Inc. will profile Republicans, Democrats, and Independents, and make a case for why radio deserves more than 7%.

Included in the presentation:

- Voting rates by political party
- Hispanic and African American political profiles
- Radio's daily reach by political party
- The most listened-to radio formats for each political party
- How the addition of radio can strengthen a multi-media political campaign

The webinar will be approximately 30 minutes in length and will be followed by Q&A. It will be held on Thursday, November 5 at 1:30pm ET. Visit [www.ResearchDirectorInc.com/Events](http://www.ResearchDirectorInc.com/Events) to register.

For more information, contact Tyler Plahanski at 410-777-8113.

About Research Director, Inc.

Research Director, Inc., is based in Annapolis, Maryland. Coined "The Ratings Experts" by their clients, the company helps radio stations' programming and sales departments maximize the value of their research. For more information about Research Director, Inc., call 410-295-6619 or e-mail [info@ResearchDirectorInc.com](mailto:info@ResearchDirectorInc.com).