

March 18, 2020  
For Immediate Release

Contact:  
Charlie Sislen  
Research Director, Inc.  
410-956-0363  
[csislen@ResearchDirectorInc.com](mailto:csislen@ResearchDirectorInc.com)



## **Research Director, Inc. Addresses Advertising in Uncertain Times**

These are uncertain times. Nearly every aspect of our lives is changing due to the spread of COVID-19. Research Director, Inc. strives to help their clients and the radio industry at large weather this storm by gathering the strongest and most informative data and opinions available.

Charlie Sislen, a partner at Research Director, Inc said, “We have compiled a series of studies and articles on why it is important to advertise in uncertain times, and why radio can help advertisers succeed today and in the future.”

On Friday, March 20th, at 11am or 2pm Eastern Time, join Charlie Sislen for a brief free webinar that will review our findings surrounding radio and advertising during the coronavirus outbreak. You’ll walk away with tactics to convince advertisers that they should continue to advertise, and that radio is the ideal medium.

Space is limited – sign up by visiting <https://attendee.gotowebinar.com/rt/8246595999201509388>.

### 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., visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com), call 410-295-6619, or e-mail [info@ResearchDirectorInc.com](mailto:info@ResearchDirectorInc.com).