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For Immediate Release

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### **Research Director, Inc. Celebrates 30 Years**

Research Director, Inc. is proud to announce that we have been serving the radio industry for 30 years. Founded during the analog age in the basement of an Arlington, VA home, Research Director, Inc. has served over 800 radio stations, providing both top-notch sales and programming research and consulting services.

We pride ourselves on our innovative roster of proprietary reports, custom sales materials, and unrivaled experience, which have enabled our clients to maximize both ratings and revenue over the years.

One of the founding partners, Marc Greenspan, reflected on the past 30 years of working with our radio partners: “I’d like to express my appreciation to the thousands of customers we’ve worked with over this period. I hope they’ve learned as much working with us as we’ve learned from them. I’m also deeply appreciative of our team of uniquely experienced, dedicated professionals.”

In 1991, Research Director, Inc. forged its first partnership with US Radio Group, founded by Ragan Henry, a trailblazer in our industry. Over the years, we have been fortunate to work with many great current and former radio companies like Radio One, Entercom/Audacy, CBS, Cumulus, ABC, iHeartRadio, and more. As a leader in our field, we have created cutting edge research tools to support a long list of talented sales people, programmers, and station managers.

Over three decades, Research Director, Inc. has helped educate the industry about the importance of using targeted research. Our exceptional team continues to assist radio stations in increasing their billing with client-focused sales services, and help program directors grow their audience with effective programming and marketing tools. We continue to combine advanced targeted data analysis and trend research with lightning-fast turnaround to meet client needs now and in the future.

We look forward to helping the radio industry grow and remain competitive for another 30 years.

In addition, as part of our 30th anniversary celebration, we will be conducting a webinar on May 12th titled “Program Directors Are from Mars, Sales Managers Are from Venus.”

For decades, radio stations’ sales and programming departments often experience conflicting goals. Their success, however, is dependent on one another. The sales department’s goal to increase revenue often diverges from the programming department’s goal of increasing ratings. This webinar will explore the elements of this discord, and offers successful strategies that radio stations can use to overcome competing objectives.

Registration is available at <https://register.gotowebinar.com/register/6095680784054855440>. Space is limited!

#### 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).