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CONTACT:

Frank Stanitski, Vice President Operations
Research Director, Inc.
410-295-6619 ext. 12
fstanitski@ResearchDirectorInc.com

For Immediate Release

What Radio Can Learn From “The Artist”

What can we in radio learn from “The Artist?” On Sunday night, for the first time since 1929, a silent, black-and-white movie defied all odds and won an Oscar. We at Research Director, Inc. see two key takeaways for radio.

1. Be a risk-taker. Releasing a silent movie in 2011 certainly came with its share of risk. Yet, someone thought it was worth taking the path less travelled. There is value in being unique. What planned, calculated risks are we taking as an industry to keep radio moving forward? Curtis Media just debuted an All-Comedy station in Raleigh. Will it work? Time will tell, but we’ll never know unless someone is willing to give it a shot. Remember the skeptics who said that All-Sports would never be successful? What will a radio innovator do tomorrow to create a unique listening experience that will have the rest of us saying, “Why didn’t we think of that?” On the flip-side, are we being too risk-averse when almost every station in the market is running its commercials at the very same time? Our risks won’t always pay off, but no risk means no gain.
2. Don’t forget our roots. There has never been a more exciting time to be in the radio business with almost daily innovation. But “The Artist” also teaches us to not forget our roots...the fundamentals of what established radio as Americans’ daily companion. A silent movie succeeded now for the same reason it did in 1929...because its content was compelling. As long as radio keeps its content compelling, topical, and local, that bond our listeners have with their favorite radio stations will always be intact. It’s the foundation that radio is built on, and it has delivered results to our advertisers for decades.

It is ironic that radio broadcasters can learn from a silent movie. Taking a risk and going against the grain does have its dangers. The real possibility of failure does exist. There is little doubt, however, that well-thought-out risk taking and the fundamentals of entertainment that led to the success of “The Artist” have parallels with radio and are what will keep our industry progressing.

A copy of this release is available at <http://www.ResearchDirectorInc.com/pressreleases.asp>.

About Research Director, Inc.

Research Director, Inc., based in Annapolis, Maryland, helps radio stations’ programming and sales departments maximize the value of their research. Often called “The Ratings Experts,” they have been involved with Arbitron’s PPM methodology since its inception. For more information on Research Director, Inc., call 410-295-6619 or e-mail info@ResearchDirectorInc.com.