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For immediate release

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Research Director, Inc. Releases the Opportunity Factor™ for Program Directors

The Ratings Experts at Research Director, Inc. have launched a valuable new tool, the Opportunity Factor™. The Opportunity Factor™ will help radio station programmers and marketers grow their ratings by targeting geographic areas where they can most likely impact their audience.

Based on its popular Hot Zip Report, the Opportunity Factor™ identifies zip codes that are important to a station's format but the station is not converting them to a high share of the existing listening. The higher the factor, the more opportunity there is for growth in that important zip code. Marc Greenspan, a partner at Research Director, Inc., says that "this new concept will help radio stations quickly and easily identify zip codes with the best opportunity to grow their audience."

"In a matter of minutes, a programmer can pinpoint where they need to focus their marketing, send their street teams, or have a promotion. It is all about fishing where the fish are," said Steve Allan, Programming Research Consultant for Research Director, Inc.

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, call 410-295-6619, or e-mail info@ResearchDirectorInc.com.