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For Immediate Release

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NuVoodoo & Research Director, Inc. Discuss Zip Code Targeting

Research Director Inc. has been helping radio’s programming and marketing departments boost their ratings since 2012 with its Hot Zip Report. This report provides radio stations with data on which of their market’s zip codes provide the most listening to each station in the metro, as well as customized format groups.

NuVoodoo Media Services has long recognized the value of this report. Recently Mike O’Connor, EVP of Marketing for NuVoodoo, sat down with Research Director, Inc. partner Charlie Sislen to discuss the benefits of this report.

Click [here](#) to access the recording of Mike and Charlie’s conversation.

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.