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Stanitski Promoted to Vice President of Operations at Research Director, Inc.

Media consulting firm Research Director, Inc. has promoted Frank Stanitski to Vice President of Operations of the Annapolis, Maryland-based firm. Mr. Stanitski leads a team of research specialists who analyze audience estimates and provide sales and programming consulting services. A skilled radio industry leader and communicator, Frank's efforts have been critical in evolving Research Director, Inc.'s service to its clients.

Frank joined Research Director, Inc. in 2009, after serving thirteen years at Arbitron, where he had most recently been Vice President and General Manager, Arbitron Custom Research. Frank also spent time on the front lines of radio sales as an Account Manager for WPOC Radio in Baltimore. In the consulting arena, Frank was previously Operations Manager of Coleman Research. Prior to Coleman, Frank spent five additional years at Arbitron in the company's product division, beginning in 1985.

Marc Greenspan, the Managing Partner of Research Director, Inc. noted, "Frank's work with our clients and staff over the past 2+ years has resulted in an improvement to the already valuable service that we provide to our customers. We look forward to utilizing Frank's industry and entrepreneurial experience as we enhance our sales and programming research offerings."

Charlie Sisen, a partner in the company states, "In a constantly changing business environment, Frank has adapted our service and continues to help drive revenue for our clients."

About Research Director

Research Director, Inc., based in Annapolis MD, performs ratings analysis for client stations, finding the most impactful sales stories and presenting the information graphically and persuasively. The company also provides analysis for programmers, using its proprietary Instant AnswerSM, Instant AnswerSM for PPM, Hot Zip Code Report and Diary Review Analysis systems.