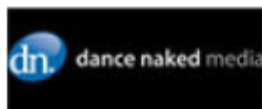


by Tom Taylor | [tom@in3media.com](mailto:tom@in3media.com) | 800.883.3321

Monday, April 5th, 2010



## **“Radio DOPLR” is “cost-effective perceptual research”, says Howard Kroeger, the man who brought you “Bob.”**

Howard's the president of Dance Naked Media and the guy who created the variety hits "Bob" format that debuted in March 2002, while he was working with Canada's CHUM Broadcasting. Now he and his radio and research collaborators on Radio DOPLR believe it's high time they "re-introduce the belief that perceptual research is an essential part of any strategy for successful market penetration and growth." If you've been watching radio budgets these last few years of The Squeeze, you've been watching the "research" line shrink and perhaps vanish altogether. They're even including the sales department with a "Monthly Station Summary Report." Kroeger says they can do "what-they-think-of-us" perceptual research on a subscription basis, and still keep it affordable. They'll do Radio DOPLR on a market-by-market basis, adding a projected two markets a month. First market is a biggie – Los Angeles. Dance Naked Media CEO Douglas Leppky has more about "Radio DOPLR", and the company website is [here](#).