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**For Immediate Release**

## **Dialsmith Partners with WJLA-TV and Sinclair Broadcast Group to Air Real-Time Voter Reactions to State of the Union Address**

Portland, Ore. (Jan 30, 2018) — Most television viewers across the country will have to wait until after the State of the Union Address is over to hear how voters across the country felt about the President’s performance. But some viewers in the Washington, D.C. metro area as well as other key markets across the country will be able to see voters’ reactions live and in real-time as the president is speaking.

Washington, D.C.-based, ABC-affiliate WJLA-TV and Sinclair Broadcast Group are partnering with Dialsmith to run a live dial testing focus group during today’s State of the Union Address. Focus group members, consisting of a mix of D.C., Virginia and Maryland area voters, will be watching the State of the Union Address live and providing continuous, real-time feedback using hand-held dials powered by Dialsmith’s Perception Analyzer technology. Feedback from each group member is collected every second, aggregated with other members, and displayed as a line chart on the bottom of the screen. The end result gives viewers a “running score” of how voters in the group are responding in-the-moment to the president’s Address as it’s happening.

“We’re excited to partner with Dialsmith to present our viewers with a unique perspective on the State of the Union address,” said Greg Massoni, Sinclair Broadcast Group Executive Producer of Town Halls. “Using Dialsmith’s Perception Analyzer technology and dial testing expertise, we’re able to give our viewers a real-time window into how local voters are reacting to what the president says in his State of the Union.”

### **About the Perception Analyzer®**

The Perception Analyzer has been the gold-standard audience response tool for capturing quantitative discrete and moment-to-moment feedback for the past 30 years. The dial-based system allows you to capture feedback and reactions to any form of test material including concepts and messages, storyboards and advertising, television personalities and programming, political speeches and debates, and more. Researchers

benefit from understanding respondents' opinions and changing perceptions in the moment, helping eliminate bias and groupthink. Researchers can view results in real-time enabling deeper and more focused qualitative, follow up discussions.

## **About Dialsmith**

Dialsmith is a Portland, Oregon-based, technology company that develops products and services for research, audience engagement and live event polling. Pioneers in the development of audience response tools for capturing and displaying continuous and in-the-moment feedback, Dialsmith is the worldwide marketer, seller and service provider for Perception Analyzer, Perception Analyzer Online, Slidermetrix and ISX Scoring. Featured on CNN, FOX News, 60 Minutes, Food Network, X Games and more, Dialsmith's Perception Analyzer tools are the gold standard for dial testing focus groups, public opinion studies, academic research, mock juries and more. To learn more, visit [www.dialsmith.com](http://www.dialsmith.com).

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