

Summer 1995



Beyond the Ratings

A magazine  
for the  
radio industry

*A Dixie station's  
success.....17*  
*Generation X.....10*  
*Diarykeeper  
comments.....14*

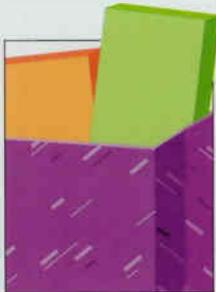
Arbitron and the RAB introduce  
a national study of consumers and media:



# Media Targeting



ARBITRON



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# Why advertisers choose radio ...because it sells!

## Store's shoe promotion fits perfectly

Last year, according to the Radio Advertising Bureau (RAB), the radio industry raked in \$10.7 billion, an 11.3 percent increase over 1993.

In 1995, predicts McCann-Erickson's Robert J. Coen in his 1994 *Insider's Report*, 17 billion more ad dollars will be paid out than were spent in 1994. Of this amount, claims Coen, radio's proportional share will increase by 6.5 percent.

Contributing to this growth in radio revenues is a simple fact: When planning their advertising schedules, more local advertisers than ever have chosen to use radio in place of other media. Typical among them is the Bon Marché department store in Seattle, WA. Normally a user of newspaper only, the store switched to radio to promote its shoe department during the store's Grand Opening.

## Free tickets

At first, Bon Marché considered television. But its high costs ruled out that medium.

## Radio's resurgence

"Personally, I believe what's happening to radio right now is that advertisers are rediscovering it. It sort of happened by accident. Because of the information highway, TV salespeople who used to sell three stations in a market now have 50. That's total fragmentation. Hard to measure. So, advertisers are coming back to radio. After all, radio's familiar with niches. It's been doing them since 1974 when FM first came on. Niche formatting and niche selling are not new to radio. We've had more than 20 years' experience doing them."

— Gary Cox, local sales manager, KSNE-FM, Las Vegas, NV

Too many shoes to sell to fill the TV budget. Instead, Seattle's radio station KJR was called to the rescue. The station's demographics were a perfect fit for the Bon Marché clientele – Adults 25-54. Even better, the station came up with a special promotion that worked wonders.

Explains Mitchell Poll, KJR's director of sponsorship sales:

"We bought 1,000 tickets to the Seattle Supersonics versus the Chicago Bulls N.B.A. game and gave away a pair of tickets with every purchase of shoes. We had lines coming from everywhere. Even the store's president was fitting people for shoes. We got rid of those tickets in just seven hours. By day's end, shoe sales had increased by more than 50 percent. It was incredible."

Today, Bon Marché is a regular KJR user. Its shoe department's free-tickets promotion was repeated a second time, with the same "incredible" results.||||

## Tutoring center learns from radio

Not long ago, the Sylvan Learning Center in Las Vegas, NV, was looking for a way to cope with skyrocketing newspaper advertising costs and a lackluster response rate. What it encountered was radio. Just as important, it found Las Vegas's KSNE-FM, where Gary Cox is local sales manager.

Notes Cox, "The Sylvan Center's core customers are women 25 to 49, and women make up 49 percent of our audience, so I was certain KSNE would be a great choice."

Even more on target was the commercial specifically created by the station to aim at this group. "I suggested we personalize it," says Cox. "So the Center arranged for some parents to bring in their children. After taking information from them, we built a commercial around it, using their voices. After that, things really took off."

## The right reach

The campaign yielded immediate results that continued to build momentum. After two consecutive years of radio advertising, Sylvan reached an all-time record with an 81 percent increase in enrollment.

Exclaims Vava Shroeder, the Center's executive director: "After only three days of advertising on KSNE, the following two weeks at Sylvan were completely booked. We enrolled more than 22 students in two weeks – our average used to be three to five students per week. KSNE allowed us to reach our best prospects in a direct and personal way. There's no question radio has delivered better results than any other medium we have ever used."||||



# Radio formats are in transition, and the change is continual

by Fred Jacobs



*Jacobs Media, of which Fred Jacobs is president, is located outside Detroit in Southfield, MI. A research and consulting firm, it provides custom services for radio stations throughout the United States as well as for SW Networks. The company pioneered the Classic Rock format and is a consultant to several AOR stations. Currently the largest consultancy in The Edge format, Jacobs Media is credited with elevating the ratings performance well above the traditional standard for this alternative format.*

In radio, programmers enjoy the definition that formats provide. Conventional labels help us to compartmentalize existing stations and understand newcomers that are attempting to become established and viable in the marketplace.

For the past several years, a relative sameness has been pervasive in rock radio. In the '80s, a lack of older music spawned Classic Rock and rocketed the Oldies format into mass success. These stations were premised on pervasive listener beliefs that new music was un compelling, unattractive and irrelevant.

All of this has changed in the '90s with the Alternative explosion. In a very short period of time, attitudes about new music are changing. This creates significant opportunities for alternative formats like The Edge. By the same token, traditional formats like mainstream AOR are in the process of being quickly redefined. Alternative is for real and the changes it's bringing to rock radio formats is analogous to the impact of the British Invasion of the '60s.

## Perils to retooling

For a heritage AOR, the options have become uncomfortable. They can hang onto their pasts and become more generational in nature by continuing to feature classic-based rock with little room for new music. Or they can retool and become competitive with alternative rock stations by placing a renewed emphasis on today's rock. For those who opt for the latter, success won't be determined by simply identifying the ultimate destination. It's not just a Point A to Point B situation. Instead, the key factor will be transition itself.

How can these changing AORs pull off the evolution without giving their existing audiences "the bends?" How can they continue to satisfy their traditional listeners while they're in the process of attempting to become credible for younger listeners who are more desirous of new

and adventurous music?

Clearly, these transitions will spawn some failures, and only AORs that are truly in touch with their changing audiences will successfully achieve the metamorphosis. This may seem abandoning traditional research methods and seeking out different ways to understand the changing tastes of the consumers.

## Testing for winners

The conventional approach to testing music and determining audience tastes has been large-scale quantitative studies. But in recent months, stations are finding that listener needs and desires are changing at such a rapid-fire pace that these research instruments are often unable to adequately explain the new reality. Programmers are experiencing mass taste shifts in auditorium music tests that signify that traditional format foundations are unstable. Quantitative studies often fail to interpret the underlying causes of change because they lack an ability for follow-up questions due to their basic construct.

At its core, radio programming is a craft because listening needs and desires are rooted in emotion. When conditions are relatively stable, quantitative studies may be adequate. But during times of turmoil and great change, different approaches are necessary in order to grasp how the audience is redefining their listening patterns and the stations they consume.

As rudimentary as they may be, focus groups will regain favor because they comprise the most basic research technique. The very act of dialoguing directly with listeners, allowing them to express their opinions and perceptions, and the ability to expose them to new sounds and marketing concepts will make focus groups a prerequisite to conducting quantitative research studies. Format redefinition and the determination of new audience tastes will clearly go back to the basics.||||

# Chain reaction

*Local-market study lets ad agency link clients to customers*

How do homeowners in Columbus, OH, learn that a great place to get top savings on lawn mowers is at an Odd Lots closeout store? Why, from radio.

But then, how did the Odd Lots advertising director learn that radio is *the* medium to use to inform homeowners in Columbus that a great place to get top savings on lawn mowers is at an Odd Lots closeout store? Why, from their ad agency, the SBC company in Columbus.

But then, how did the SBC ad agency learn to tell the Odd Lots ad director that radio is *the* medium to use to inform homeowners in Columbus that etc., etc.? Why, from Paul Hnidka, SBC's senior vice president and media director. And Hnidka? How did he learn? Why, from Scarborough, of course.

## See customers as they are...

Yes, the Scarborough Report. For developing marketing strategies and media campaigns it's one of the most effective tools that ad agencies and radio stations can employ – a way for them to link clients to

their customers, to see consumers as they really are, *and* to find the ones they want to reach.

## ...target them, too

Hnidka, whose agency's clients include Consolidated Stores's Odd Lots and Big Lots closeout outlets, SuperAmerica convenience stores and Drug Emporium, a health-and-beauty-aids discounter, has this to say about Scarborough:

"The Report is a great way to get a target audience for your local markets. That's the starting point, learning about your retail customer's basic age, sex, income, that sort of thing. And it can give you your client's share of customers as compared to their competitor's, as well as where else your client's customers are shopping. What's more, it's a way for determining how they're using the three media: radio, TV and newspaper."

## 500 categories

Covering 58 DMAs®, the Scarborough Report is the single most comprehensive local-market study around. Available on a Windows™-based PC system or on-line, the report delivers key facts for more than 500



products, services and retail shopping categories.

Sums up Hnidka: "Our clients – Consolidated Stores, Drug Emporium, SuperAmerica and others – are looking for better ways to sell their goods. For them, Scarborough is a way to do it."|||



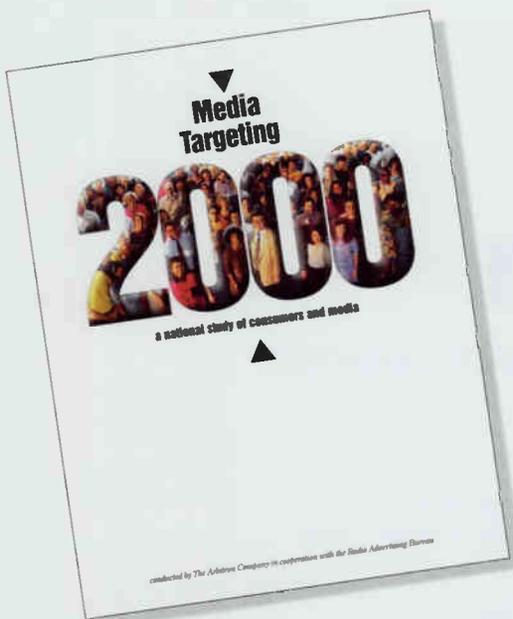
*Jerry Wiese,  
Scarborough Specialist*

Arbitron believes the best way to help Scarborough customers become successful is to make sure they know what the service is all about and how best to use it. Assuming responsibility for this purpose is the Arbitron Scarborough specialist. There are now five within Arbitron Radio Station Services, with Jerry Wiese of New York its newest member.

Before joining Arbitron, Wiese had worked for more than 10 years in radio sales. He considers himself a marketing

specialist, and as he says, "I've learned how to use qualitative research to bring in revenue."

He, like the other specialists, conducts training sessions for his radio station clients. Afterwards, he follows up with regular visits and sends them a monthly newsletter. For instance, making them aware that "Scarborough's diverse travel category can help your clients expand their business by creating promotional tie-ins with your station" was a point made in a recent one.



# New study confirms the power of radio to reach consumers

*"There's not a person in radio, from general managers down to the newest sales reps, who won't benefit from Media Targeting 2000. Not only does it allow radio to compete more effectively against other media, it's going to help radio continue its present revenue growth."*

— William Kelly, general manager, WKBN Radio, Youngstown, OH, and chairperson, the Arbitron Radio Advisory Council

Is your car an American make? Or is it a European or Japanese import? And when you use your car to go shopping, or to eat out, do you turn on its radio? In addition to listening to radio, either in your car or elsewhere, are there also times when you watch television, read newspapers and magazines?

Answers to questions like these are important to automobile manufacturers the world over as well as to the makers of America's consumer products. And not just to them. Radio stations and ad agencies who have them as advertising clients are interested, too. Now, thanks to a new, nationwide study, here are some things they're finding out:

- American-make car owners who use their cars to go shopping have their radios turned on an average of 32 minutes.
- For the owners of imported European and Japanese cars, the habit of in-car listening while going shopping is slightly less. Those who own the former have their radios on for an average of 30 minutes; for the latter, it's 28.

As for time spent listening to radio outside their cars, as compared with time spent watching TV and reading newspapers and magazines, here's how the media habits of American-make and European- and Japanese-import car owners equate during the day:

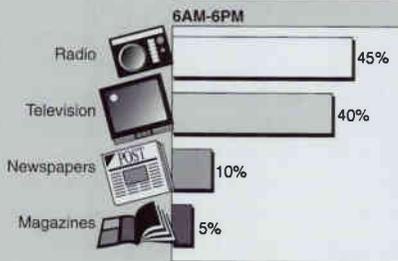
- *American-make owners:* On an average weekday from 6AM to 6PM, 45 percent of their media use is with radio, 40 percent with television, 10 percent with newspapers and five percent with magazines.
- *European-import owners:* During that same time period, 51 percent of their media use is with radio, 29 percent with television, 13 percent with newspapers and six percent with magazines.
- *Japanese-import owners:* During that same time period, 47 percent of their media use is with radio, 36 percent with television, 11 percent with newspapers and six percent with magazines.

From where did those data come? From Media Targeting 2000, the new national study of consumers and media. A joint project of Arbitron and the Radio Advertising Bureau (RAB), the study reports on a large number of consumer groups and their media habits. This includes information about their demographics, product and service use, listening, viewing and reading time

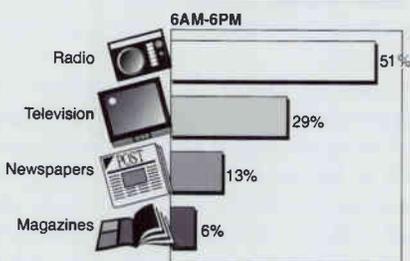
Shopping And Radio			
	American Car Owners	European Car Owners	Japanese Car Owners
Use Car When Shopping	98 %	100 %	93 %
Listen To Radio When Driving To Shop	86 %	92 %	82 %
Average Time Car Radio Is On When Driving To Shop	:32 MINUTES	:30 MINUTES	:28 MINUTES

## Average Weekday Share Of Time Spent With Each Medium

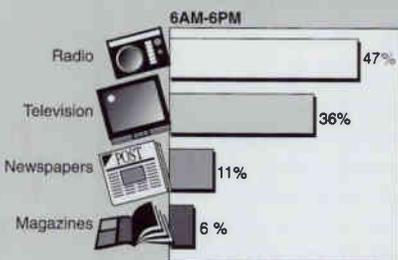
### American Car Owners



### European Car Owners



### Japanese Car Owners



"A lot has changed since the *Media Targeting for the '90s* study was conducted nine years ago. The wonderful news is that *Media Targeting 2000* is even more of a dynamic radio marketing tool. That's because its findings prove what we've known all along: Despite the rise of new media options, radio is still the best way to reach and influence consumers when they're most likely to purchase a product or service."

— Gary R. Fries, president/CEO,  
Radio Advertising Bureau (RAB)

## Cosmic in scope

Because *Media Targeting 2000* deals with so many categories, it's likely most radio stations and ad agencies, whether in large, medium or small markets, will find one or more of their clients' products or services among them.

For instance: Is the client a car dealer? A home builder? A furniture store owner? Then, using data from the report, the station or agency can demonstrate that, prior to a major purchase of this type, radio is the number-one medium to which people are exposed.

Mundane yet life-necessity items like wearing apparel and groceries are covered, too. From the study one can learn that the largest number of heavy grocery purchasers (\$100+ per week) are 35 to 44 years of age, with 46 percent of them reporting an annual income of over \$50,000. And compared with the general population, half of them have children at home. Most important, radio is the medium used most by them during the time when most of their shopping is done (6AM-6PM).

Yes, everything from A to W (Air Travelers to Warehouse/Price/Shoppers) is among the 116 categories. The charts and graphs on pages 6 through 9 illustrate how their data appear on *Media Targeting 2000's* pages.

and exposure to media prior to a purchase.

American-make and European- and Japanese-import car owners are just three of 116 categories the report covers. And as the above data demonstrate, for advertisers who want to target this group, no other medium is more effective during prime shopping time (6AM to 6PM) than radio.

## Profiling the consumer

Why is it so important for an advertiser to know how much time a prospective customer spends with the various media during the course of a day? Because the more time spent with a medium means a greater opportunity to reach and motivate that customer. And since most people must be reached several times to attain the level

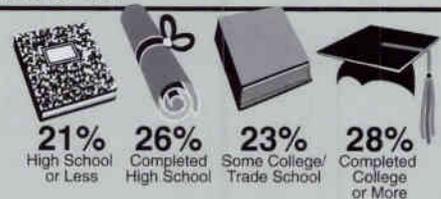
of effective frequency to purchase, it makes sense to place advertising where people spend the most time.

However, the time a specific consumer group spends with media is only one of the uses to which *Media Targeting 2000* can be put. Each category grouping provides additional data that *profiles the consumer*, data which are found under the heading "Consumer Profile."

This is information that enables radio stations and ad agencies to let the advertiser see its customers as they really are. It can also help an advertiser develop a more effective media schedule. Some of the

## Education

### Persons 12+



*"There are lots of radio stations whose midday audience is their best daypart. But they still can't sell it. That's because so many advertisers say all they want is drive time. This new study is going to go a long way toward dispelling beliefs like that."*

— *Gerry Boehme, senior vice president, director of Research, Katz Radio Group*

## The Power Of Radio

*Continued from page 7*

data that will be presented for each product or service category are:

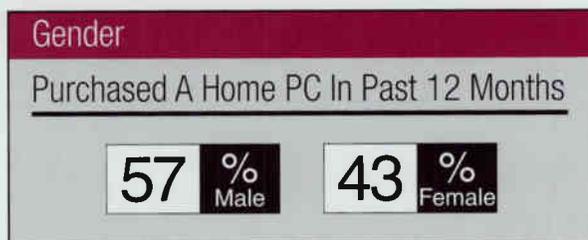
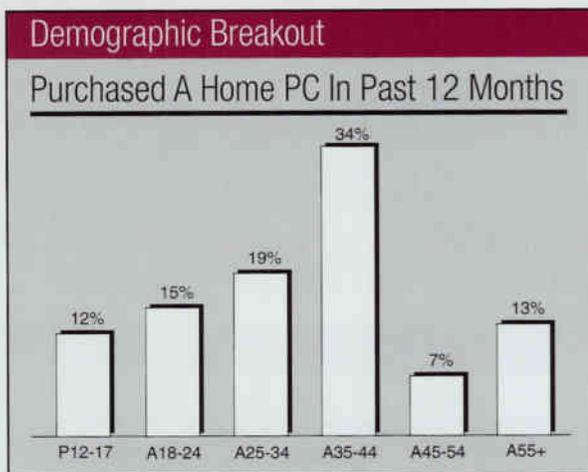
- gender: percent of males and females
- income: under \$25,000, \$25,000-\$50,000, over \$50,000
- occupation: managerial and professional specialty; technical, sales and administrative support; farming, forestry and fishing, etc.
- education: high school, or less; completed high school; some college/trade school; completed college or more
- media: non-newspaper readers
- households with children
- lifestyle profile by PRIZM® groups

## Today and tomorrow

Media Targeting 2000 is the second such study of its kind. The other was Media Targeting for the '90s, conducted for the Radio Advertising Bureau (RAB) in 1986.

During the years that followed, this report served the radio and advertising communities well. Observes Marla Pirner, executive vice president and director of Research, The Interep Radio Store: "We kept the 1986 study in our desk drawers, and it had to be fingertip ready. We would get inquiries at least once a week when we would have to refer to it. But now it's old. So I'm so pleased that this new one is coming out. While the '86 report was one of the most valuable resources radio had at the time, I'm looking forward to this new study to have an even greater impact. That's because it's been designed to address today's business categories."

And not just for now; the future, too. For just as the 1986 study served radio sales and ad agency media personnel so successfully in the past, the new one also gives them an invaluable tool for use into the 21st century – a way to draw attention to how consumers use radio that when properly applied can mean more money in the bank. ||||



## New business tool

Prospecting for new business? That should be reason enough to keep the new Media Targeting 2000 study close at hand.

Perhaps the target is a local jeweler. Or a bank or a soft-drink bottler or a travel agency. In each case, the study allows the station and agency to make more convincing and effective presentations. It lets prospective clients see their customers as they are: among other things, their gender, occupation, income, education and lifestyles; and most important, the percent of persons compared to those reached by radio and other media just prior to a purchase.

The above represents merely four of the 116 categories contained in the study. Here's a sampler of the others:

- Automobile Owners
- Cable Subscribers
- Current Car Leasers
- Home Improvement Past 12 Months
- Home Purchasers Past 12 Months
- Amusement Theme Park Visitors Past 12 Months
- Home PC Owners
- CD/Cassette Purchasers
- Discount Store Shoppers
- Fast-Food Restaurant Past 3 Months
- Times to a Movie Past 3 Months
- Slacks/Jeans Purchasers Past 12 Months
- Convenience Store Shoppers
- Department Store Shoppers
- Noncarbonated Beverage Users
- Dog Owners
- Cat Owners
- Snack Foods
- Persons 18-34
- Persons 25-54
- Persons 35-64
- Credit Card Users
- VCR Owners
- Hotel Users
- and many more...

## Some key findings

- Americans spend more time with radio 6AM-6PM than any other medium.
- Radio reaches 52 percent more men 18-34 per day than newspapers.
- Commercial airline travelers spend 60 percent more time with radio from 6AM-6PM than with television.
- Commuters who listen to radio when driving to work have their radios on 95 percent of the time while in the car.
- Radio is likely to be the last media exposure a consumer gets immediately prior to a major purchase.
- Upper-income consumers (\$50,000 or more) are most likely to be exposed to radio prior to making a major purchase; 62 percent reported hearing a radio within one hour of making their purchase.
- Upper-income consumers (\$50,000 or more) spend more time with radio than the general population; 54 percent of their time is spent with radio versus 45 percent for the total population.
- Thirty percent of Americans do not have cable TV.
- Forty-two percent of Americans who do not subscribe to cable TV also do not read newspapers during an average week.
- Radio is the way to reach cable nonsubscribers; 53 percent of their total media time from 6AM-6PM is spent with radio.
- Consumers who plan to purchase a home in the next 12 months spend 45 percent of their 6AM-6PM media time with radio, 41 percent with TV, nine percent with newspapers and five percent with magazines. Radio is more likely than other medium to reach the new-home shopper.



## An Arbitron donation

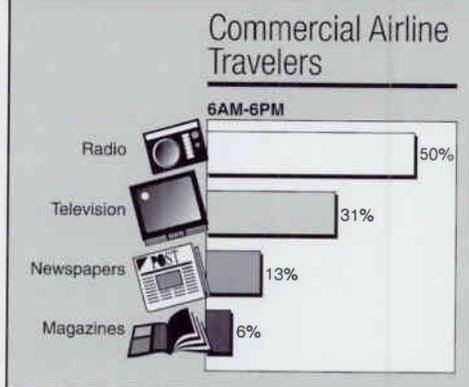
The process of developing Media Targeting 2000 was not unlike the sentiments expressed in that old Frank Sinatra song about love and marriage: how they go together and you can't have one without the other.

So it was in this instance. Most likely, there would have been no study if either the RAB or Arbitron had acted alone. But, by responding to the RAB's proposal to conduct it, and by Arbitron volunteering to fund its cost, it got done.

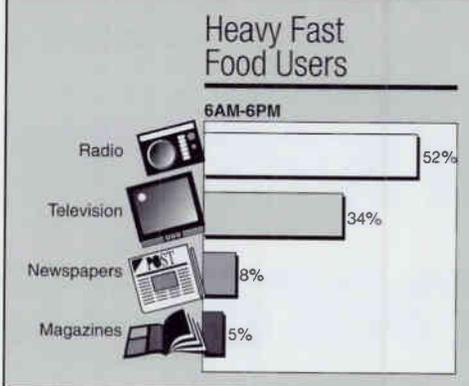
The study is a gift to the radio and advertising agency industries, one which Arbitron believes will be of great benefit to them for years to come.

Copies, while not now available, will become so by mid-August, and at that time will be mailed free to every Arbitron subscriber and RAB member.

### Average Weekday Share Of Time Spent With Each Medium



### Average Weekday Share Of Time Spent With Each Medium



*"This report is going to land on the desks of people at radio stations and ad agencies. And it's going to be used by them. It'll also be a great way to get into marketing groups at large advertisers - the Nabiscos, the Kraft Foods, the Fords and General Motors - and saying, 'Look at radio and how much more you could do to really utilize it.'"*

— Charlie Sislen,  
vice president,  
Research & Marketing,  
Eastman Radio

Defining



a Generation



in Its



Own



Terms



# Marketing to Generation X



A  
book  
review  
by  
Joseph  
Schwartz\*



**R**emember the "Generation Gap" of the 1960s? Well, a similar "gap" exists today between American marketers and a huge generation of teenagers and young adults.

Businesses are frustrated with this generation that defies the stereotypes of how young adults are supposed to act. This young generation, which has been tagged with names such as the "Twentysomethings," the "Baby Bust" or "Generation X," is facing a problem similar to what Baby Boomers faced in the 1960s and 1970s: a Generation Gap.

This gap is not spatial; it simply is a failure of one older generation to recognize that the next generation is not going to follow in its footsteps. Unfortunately, this older generation, today mostly Baby Boomers, is in charge of most of the media and marketing efforts of American businesses.

A new book bridges this confusing gap by discussing how marketers must learn to understand a generation in terms of its experiences – and how those experiences eventually mold its attitudes, values and, ul-

timately, consumer behavior. Karen Ritchie, executive vice president/managing director at General Motors Mediaworks, has drawn on her advertising career and a strong dose of common sense to write *Marketing to Generation X* (Lexington Books, 1995).

Ritchie describes how the attitudes of Generation X are a product of that generation's experiences, just as the Great Depression, World War II, Vietnam and the Civil Rights movement left indelible stamps on two older generations. "If you were born between 1961 and 1981, chances are you or your peers suffered some trauma while growing up, as a result of crime, guns, drugs or all three," Ritchie writes.

*\* Joseph Schwartz is a journalist specializing in reporting the impact of demographics on the business community. He's based in Ithaca, NY, and works closely with Tom Exter, president of TGE Demographics, Inc., Honeoye Falls, NY.*

"Boomers may be concerned with crime in the streets, but as children, they were not confronted by the everyday reality of kidnapped/missing children, drug wars, armed robberies in grade school, drive-by shootings, and teenage suicide."

Ritchie's interest in Generation X began while she was director of Media Services at McCann-Erickson, Detroit. Today, as executive vice president/managing director at General Motors Mediaworks, Ritchie is still puzzled by her industry's continued attempts to catch the ear of the "youthful" Baby Boom at the expense of the next generation of decision makers.

"A funny thing has begun to happen lately," Ritchie writes. "Lately, when I look at my brother the Baby Boomer, I see a 50-year-old man with a pot belly, a bald spot and his own corporation. Yet every day in our business we talk about reaching the younger Baby Boomer. What younger Baby Boomer?"

## Defining Generations

The standard definition of the Baby Boom generation is the group of Americans born between 1946 and 1964. Generation X has been loosely defined by the lull in birth rates that followed the boom. These definitions make sense to many demographers who follow population trends, but these definitions are not the right tool for marketers looking for a specific cohort with similar attitudes and values.

Take a look at the Baby Boom, for example: People born during that span total more than 72 million; they in no way compose a single target market with cohesive buying habits. This is because the term "Baby Boom" was never meant to describe a group with similar attitudes and preferences. It simply describes a period of elevated birth rates that began in 1946 and ended in 1964.

Unfortunately, many businesses take the standard definition of the Baby Boom or Generation X at face value and later are puzzled why their efforts fall flat. Their problem is, they are using the wrong tools, Ritchie suggests. "When one tries to design a marketing strategy for a product with equal appeal to a 48-year-old man and a 30-year-old man, for example, one immediately begins to struggle."

Ritchie's definitions of Generation X and the Baby Boom were inspired by Wil-



Karen Ritchie

liam Strauss and Neil Howe's book *Generations: The History of America's Future 1984-2069*. Strauss and Howe define a generation as a "cohort or group whose length approximates the span of a phase of life and whose boundaries are fixed by peer personality." In other words, it describes people of similar ages, tastes, experiences and preferences.

Ritchie, as well as Strauss and Howe, have redefined the Baby Boom as people born between 1943 and 1960. Generation X, by Ritchie's definition, consists of 79.4 million Americans born between 1961 and 1981. These definitions do not follow birth rates; they follow a cohort with similar ages and similar experiences. They were designed by marketers for marketers.

Generations defined in this way give a more accurate picture of a group's "peer personality," which Ritchie defines as "patterns of behavior and beliefs that are dominant among a group of people born during the same period of time." Peer personality, in other words, can be a predictor of consumer behavior.

It is no surprise that the experiences Baby Boomers had in their teens and twenties cannot compare with those of today's young adults. "They (Generation X) were children when Jimmy Carter turned out the Christmas lights. The first gasoline shortages hit with full force just before they were old enough to get a driver's license," Ritchie writes. "These experiences will remain a part of the Generation X psyche, just as the Great Depression was an indelible memory for children of the 1930s and marked their consumer behavior for the rest of their lives. So too, these warnings, shortages and disappointments will forever make Generation X cautious consumers, cost-conscious shoppers and skeptical audiences for advertising."

## Understanding Generation X

"Generation X, like every large body of consumers, is a study in contradictions. Sometimes, they go their own way. Sometimes, they act just like everybody else. But whatever they do, in the supermarket, on the street, or at home, they do for reasons shaped by their generation's experience with the media, with its peers, and with its community. And this is the key to understanding their marketplace behavior." In fact, that is the key to understanding any target market's behavior.

Ritchie's experience-based definition of a generation helps to explain some of the differences between "twentysomething" Generation X and the "fortysomething" Baby Boom:

- **Environmentalism** is not the hot button with Generation X as many assume it is. Ritchie quoted a study by Simmons Market Research Bureau that revealed that environmentalism is more important to Baby Boomers than it is to Xers: Among college graduates, 37.4 percent of Xers agree that "All products that pollute the environment should be banned." In contrast, 54 percent of Boomer college graduates agree with the same statement. Similarly, 57.9 percent of Xers versus 65.2 percent of Boomers agree that they "buy products that use recycled paper in their packaging."

The affluence that comes with age may enable Boomers to overlook price in favor of environmentally "friendly" products. Or it could be that the younger generation's pessimism may cause Xers to "think of environmental problems as too large, too complex for one individual to deal with."

- **Pragmatic, not idealistic:** Members of Generation X tend to be more "pragmatic," Ritchie says. "In contrast to Boomers, who value 'doing good,' Generation X may be more comfortable with the goal to 'do no harm.'"

A pragmatic Generation X is more concerned with its economic future than other generations were as young adults – which probably means Xers will become clients for financial services sooner than Baby Boomers did.

"In the United States, Generation Xers are much more concerned about their long-term economic prospects than Boomers were at the same age," Ritchie writes. "I talked to a reporter from *Business Week*, a young woman in her 20s. She told me she was worried about her IRA. She said all her friends were worried about their IRAs, and she asked me whether we used to worry about retirement and the Social Security system when we were young. I told her no, we worried about whether Bob Dylan should have gone electric."

- **Less Brand Loyal:** Members of Generation X tend to be less brand loyal than Boomers. Instead of growing up with brand-name products that were ingrained in their heads through the three networks, Generation X grew up channel surfing through 50 cable channels whose commercials focused on

price promotions rather than brand identity. Perhaps that is why Generation X tends to have less trust of the media and advertising than previous generations did.

## Talk to Your Listeners in Their Language

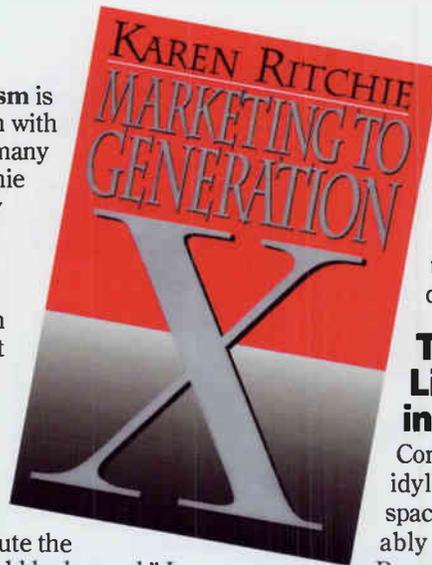
Commercials that describe "the idyllic past or envision some space-age, Yuppie utopia" probably will appeal to Baby Boomers, Ritchie says. "But Generation X lives solidly in the present," and the advertisement will fall on deaf ears. If you want to reach them, don't patronize them; offer them straight talk and sound value and you probably will win a customer.

"One thing is clear," Ritchie says. "The more advertising clings to the 'newest, biggest, baddest' model that dominates today, the less successful we will be in convincing Generation X that advertising is an honest and reliable source of information. And the longer we patronize Generation X with stereotyped portrayals that ignore their economic clout and marketing savvy, the higher price we will pay in long-term market share."

The point Ritchie makes in her book should not be an alien concept to advertisers: This same challenge came about when businesses began to recognize and respect other previously overlooked markets, such as African Americans, Hispanics and, more recently, the Gay market. As they learned more about these markets, their advertising messages became less patronizing, more realistic, and, ultimately, more useful.

Ritchie concludes: "Generation X correctly perceives marketing and advertising as powerful forces in contemporary society. What we Boomers need to make clear is that these forces can be used in the service of positive change as well as for less noble goals. Here Boomers need to shake off their prejudices about the 'younger generation' to remind themselves why marketing or advertising was a good career choice, and to open a dialogue with their younger associates about the beneficial and ethical practice of advertising and marketing."|||

For information about ordering this book, call 1-800-323-7455.



# Qualitative joins quantitative

*Spring book to include top-line  
Scarborough data*

Starting with the Spring survey, the Arbitron book will include limited Scarborough Report data in Scarborough markets.

The 58 Scarborough markets are measured continuously by Arbitron and receive four ratings books a year. This means that four times a year, Arbitron will select different categories to be represented in the book. Some basic socioeconomic measures such as income, occupation and presence of children in the households will appear in each study, since these are the basic building blocks of the lifestyle profile of a radio station.

The retail, product and service categories will vary with each survey. For example, the Spring book includes the following: Furniture, Automotive, Air Travel, Fast Food and Soft Drinks. These categories represent only a small percentage of the wealth of information available from Scarborough.

## Just a "taste"

For radio stations, advertisers and ad agencies who already subscribe to the Scarborough Report, as well as for those who don't, the book will provide a limited "taste" of qualitative information. These additional data will not be available on the Arbitron data tape. Clients who wish to access Scarborough information through any software may subscribe to the Scarborough Service.

## Two purposes served

Scarborough data in the book can provide radio stations, advertisers and ad agencies with richer, more meaningful measures. For stations this means going beyond a 25-to-54 ranker. For agencies, it means moving past demographic cost per point. As a result, both of them will be able to do a better job of describing their clients' customers in terms of retail shopping habits and socioeconomic characteristics.

A second reason for including Scarborough information is that it may help to increase the acceptance of the Scarborough Report with ad agencies and advertisers. Simply being there makes it prominent and available to the book's users. The combination of Arbitron ratings enhanced by Scarborough consumer data will benefit stations and agencies whose advertisers want to target specific consumers.

## A more complete picture

By offering radio station clients information based not just on Arbitron's local market report but also Scarborough information, Arbitron has unleashed a powerful dual selling tool with many advantages. Not the least of which is how it can help a radio station market itself in a way it may never have attempted before – like allowing it to make a more persuasive sales pitch to advertisers for new business.

For instance, let's say a radio station's sales staff targets a department store. Using Scarborough data from the ratings book's new Consumer Profiles and Radio Report pages, the station can obtain a more complete picture of the store's shoppers.

This can include their age, marital status, employment status, occupation and household income. Then, by compiling this information, and presenting it along with Arbitron ratings data, the station's sales staff can zero in on the most effective way to reach this target group.

For radio stations, ad agencies and advertisers who want to go beyond cost per point and focus not just on how many listeners there are but also on who they are, the Arbitron ratings book with top-line Scarborough data included is the answer. ||||



# How to read top-line Scarborough data

Not just cost per point: The top-line Scarborough data in the Arbitron book lets stations and agencies give advertisers information *they* want about *their* customers in their market.



## The Consumer Profiles Report page

### 1995 Scarborough Report Any Market Consumer Profiles – Persons 18+

	Market		Drank Any Regular Soft Drink Past Week		3+ Fast-Food Visits Past Month		Last New Vehicle Bought Was \$20K+		3 or More Dom. Air Trips Past Year		Spent \$250+ On Furniture Past Year	
	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %
AGE												
18-24	4312	13.4	1463	11.0	3940	15.7	489	8.2	749	9.5	1413	13.0
25-34	7835	24.4	2729	20.4	6593	26.2	682	14.9	2100	26.7	3034	27.9
35-44	7897	24.6	3624	27.2	6527	25.9	1906	32.1	2088	26.5	2848	26.2
45-54	5650	17.6	2755	20.6	4461	17.7	1368	23.1	1803	22.9	2012	18.5
55-64	2905	9.0	1383	10.4	1812	7.2	664	11.2	666	8.5	846	7.8
65+	3513	10.9	1392	10.4	1839	7.3	823	10.5	472	6.0	714	6.6
Total Adults 18+	32112	100.0	13346	100.0	25172	100.0	5932	100.0	7878	100.0	10867	100.0

**1** 431,200 people in the market are 18-24.

**2** 24.6 percent of the people in the market are 35-44 (composition).

**3** 652,700 people 35-44 visited fast-food restaurants three or more times in the last month.

**4** 17.7 percent of the people who visited fast-food restaurants three or more times in the last month are age 45-54 (composition).

## The Radio Report page

### Any Market

Projected Numbers  
in Hundreds (00)

Leisure and Consumer Activities  
Among Cumulative Radio Audiences  
(6AM to Midnight Monday - Sunday)

	Total	Total Radio	KAAA		KBBB		KCCC		KDDD		KEEE		KFFF		KGGG		KHHH		KJJJ		KLLL		KNNN	
			AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM								
Total	7001	6704	431	977	349	506	1676	1019	527	1287	720	796	501											
Coverage	100%	95.8	6.2	14.0	5.0	7.2	23.9	14.6	7.5	18.4	10.3	11.4	7.2											
Composn	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0											
Restaurants and Grocery Number of Times Eaten at Fast-Food Restaurants Past 30 days																								
1 or more times	6729	6457	409	956	327	504	1610	965	510	1255	717	775	481											
Coverage	100%	96.0	6.1	14.2	4.9	7.5	23.9	14.3	7.6	18.7	10.7	11.5	7.1											
Composn	96.1	96.3	94.9	97.9	93.7	99.6	96.1	94.7	96.8	97.5	99.6	97.4	96.0											
Index	100	100	99	102	97	104	100	99	101	101	104	101	100											
1 Time	255	247	45	28	13	30	38	44	7	23	18	13	25											
Coverage	100%	96.9	17.6	11.0	5.1	11.8	14.9	17.3	2.7	9.0	7.1	5.1	9.8											
Composn	3.6	3.7	10.4	2.9	3.7	5.9	2.3	4.3	1.3	1.8	2.5	1.6	5.0											
Index	100	101	287	79	102	163	62	119	36	49	69	45	137											
2 Times	337	307	39	28	9	24	40	54	14	31	21	11	14											
Coverage	100%	91.1	11.6	8.3	2.7	7.1	11.9	16.0	4.2	9.2	6.2	3.3	4.2											
Composn	4.8	4.6	9.0	7.9	2.6	4.7	2.4	5.3	2.7	2.4	2.9	1.4	2.8											
Index	100	95	188	60	54	99	50	110	53	50	61	29	58											
3 Times	720	648	62	29	26	27	157	114	73	87	22	36	38											
Coverage	100%	90.0	9.6	4.0	3.6	3.9	21.8	15.8	10.1	2.1	3.1	5.0	5.3											
Composn	10.3	9.7	14.4	3.0	7.4	5.3	9.4	11.2	13.9	6.8	3.1	4.5	7.6											
Index	100	94	140	29	72	52	91	109	135	66	30	44	74											
4-5 Times	1058	1009	70	116	77	98	232	158	82	162	119	120	42											

**1** There are a total of 700,100 adults 18+ within this Metro.

**2** 167,600 or 23.9 percent of adults 18+ are reached by station KEEE-FM during an average week.

**3** 7,300 adults 18+ listen to KGGG-AM and have eaten at a fast-food restaurant three times in the past 30 days. Of the people who have eaten at a fast-food restaurant three times in the past 30 days, 10.1 percent listen to KGGG-AM. 13.9 percent of KGGG-AM's listeners have eaten at a fast-food restaurant three times in the past 30 days.

**4** The index shows that adults 18+ who have eaten at a fast-food restaurant three times in the past 30 days are 35 percent more likely to listen to KGGG-AM than the market average.

# New takeout service from Arbitron!

Diarykeeper comments now available for special delivery

**D**o you need to visit the Arbitron facility in Columbia, MD, to view diarykeeper comments, but you just can't seem to find the time? With the old way of viewing comments, time was exactly what you needed to find out what diarykeepers were saying about radio in your market. Now, Arbitron offers you the luxury of ordering the Opinion/Comments pages from the radio diaries and having them delivered straight to your office!

## "Yeah, give me a Diary Comments report to go!"

A new service from Arbitron provides subscribing radio stations the chance to review the *actual* comments diarykeepers write down in their diaries without clients having to rearrange their busy schedules. Beginning with the Winter 1995 survey, clients can order a Diary Comments report for their markets, to go! The reports are sorted and organized by county and are available for all 261 measured markets.

With the Diary Comments report, stations can not only review listeners' comments in a more timely manner but also get information to help better understand their audience. "Since about 40 percent of the diaries that come back to Arbitron have comments in them, a radio station can get an enormous amount of insight into how its personalities, morning shows, programming and promotions are performing," says Pierre Bouvard, general manager, Radio. The comments also serve as a valuable resource for stations when evaluating how they stack up against their competition. The report gives stations a feel for the market through the eyes of their listeners.

## How are the reports prepared and served?

The Diary Comments report is made by using Arbitron's Electronic Diary Storage and Review (EDSR) system. This new system, implemented during the fall of 1994, alleviates the need for clients to sit and manually review hundreds of paper diaries. As diaries arrive at the Columbia facility, they are sent to the diary prep and scanning room, where a scanner creates an electronic image of every page. Next, the diaries are sent to Diary Processing. There a specialist

examines each diary, determines its usability and, using established procedures, credits its listening information. After processing, the diary image and its data are archived. The archival process involves storing the data in a database and the image on optical disks, all located in Arbitron's

Diary 411:000111335602 ARBITRON

### Quick questions

**1** What is your age? 40 years

**2** Are you male or female?  
 Male  Female

**3** Where do you live?  
 City Brent Town  
 County My County  
 State My State  
 Zip 00000

**4** Are you employed, either full time or part time?  
 Yes  No

If yes: How many hours per week are you usually employed?  
 Check (✓) one.  
 Less than 35  35 or more

---

### Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Steve Wilson is the funniest P.J. in town. He is creative and involves his audience with his program. He is involved in numerous civic and charitable programs and is an asset to the community.

CS-91-4

*See actual diarykeeper comments as they are written in the "Quick questions" and "Your opinion counts" page of the diary. Diarykeeper comments help stations understand what listeners like and dislike about particular stations or radio in general in their market.*

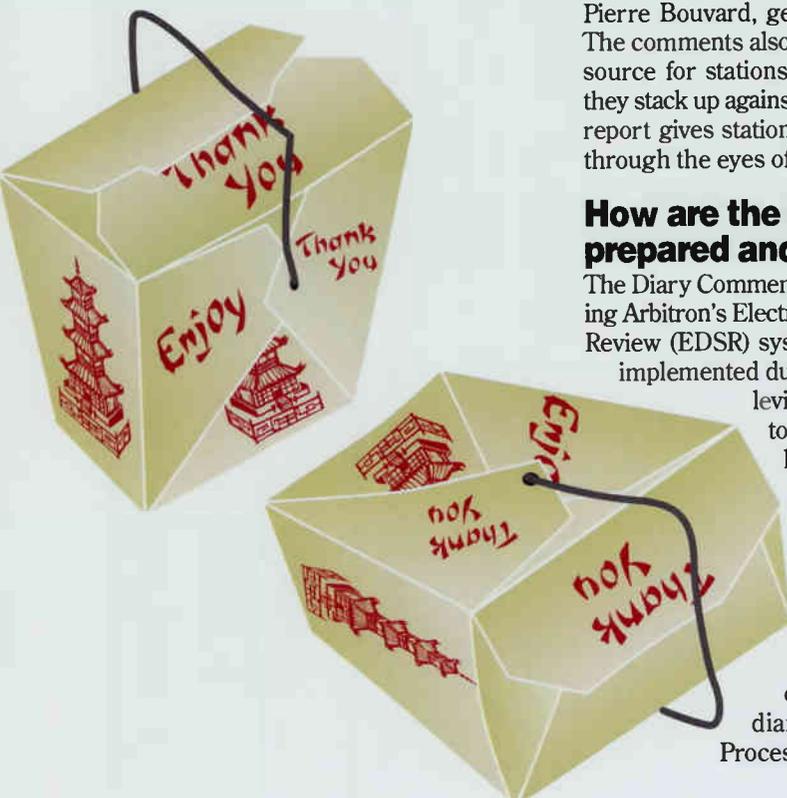
computer center. The diary images are then ready to be recalled by diary reviewers at a computer workstation in Columbia.

It's at this point that those diaries with information written on the Opinion/Comments pages are extracted. The comments pages are printed for each market and are sorted by county and put into a booklet.

With this new service, Arbitron gives clients a choice. Radio station representatives can visit Columbia to examine their diaries in their entirety. Or, for those who don't have the time or the opportunity to do so, the Diary Comments report is a quick alternative!

## Place your order for a Diary Comments report today!

The Diary Comments report is available now and ready to be delivered. If you're a radio station subscriber and want to know how to place your first order, just call your Arbitron representative. So, what are you waiting for? Ask for your Diary Comments report today and get it to go! ||||



*Omaha makes it an even dozen*

# LocalMotion<sup>SM</sup> adds a market

Arbitron's new LocalMotion Retail Ratings service continues to grow. Last month it was available in 11 markets. Now that it's being introduced into Omaha, NE, the total comes to 12. The word is out and spreading into small and medium markets everywhere – that here's a qualitative research resource unlike any other, a very credible tool for retailers to use who want to grow local sales.

In addition to Omaha, LocalMotion's most recent markets include Baton Rouge, LA; Little Rock, AR; Richmond, VA; Syracuse, NY; Tucson, AZ; and Las Vegas, NV. During the past two years, the service has been available in Ft. Wayne, IN; Montgomery, AL; Peoria, IL; Erie, PA; and Colorado Springs, CO.

Not all of Arbitron's LocalMotion clients are radio stations, either. Some are cable systems and others are television

broadcasters. For each, having the service means there's a lot to gain.

## What it does

LocalMotion measures radio, television and cable audiences, and profiles how these listeners and viewers read local newspapers, shop at local retailers and patronize restaurants, banks and other local-market establishments.

It enables its users to compete more effectively for local retail dollars – especially against newspaper; they get the information, tools, training and support they need to partner with retailers in their markets.

And it allows its users to provide a retailer with a detailed profile of the store's customers – where they shop, what competitors they also patronize, as well as the programs they watch, the stations they

listen to, the newspapers they read (or don't read). In this way, they grab the retailer's attention and pave the way for an ongoing business relationship.

## How information is gathered

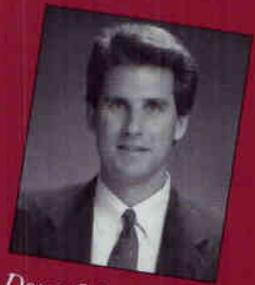
The LocalMotion Retail Ratings service collects television station and cable channel ratings, gathered year-round through a personal television diary. Radio ratings are drawn from Arbitron's syndicated radio market report service. Newspaper, retail and consumer behavior information is collected through a follow-up telephone interview and through a brief questionnaire at the back of the television diary.

As part of the service, LocalMotion provides a powerful, easy-to-use software package that works with Windows™. Unlike conventional audience ratings software that just reranks station ratings within rigidly established geographic areas, demographics or dayparts, the LocalMotion software gives clients complete control over the media and consumer information.

As with software, training is part of the service. It is designed for the entire sales staff and covers general marketing information, presentation skills and information about how to talk to retailers in various categories. The training also instructs salespeople on how to make the best use of the LocalMotion software.

A newcomer to LocalMotion and a great believer in it is Donn Seidholz, general manager, Springs Radio, Colorado Springs, CO. He writes: "After three very exciting days of training, I've got to tell you how impressed I am with LocalMotion and, more importantly, your staff. They kept our AE's attention on the program and I feel we learned enough to immediately start converting the information to revenue. In fact, I used LocalMotion to garner 80 percent of a national Saab buy just yesterday."

"We've designed LocalMotion with one objective: to enable our broadcast clients to grow local retail sales," says Josh Chasin, vice president, general manager, LocalMotion. "Radio stations seem to agree." ■■■■



*Donn Seidholz,  
General Manager,  
Springs Radio*

## New veep

Researcher Tom Evans  
joins Arbitron Radio



Widely known and well respected in the research industry, with more than 25 years of research experience, Thomas C.N. Evans, Ph.D., has joined Arbitron as vice

president of Research Communications and Market Development.

Dr. Evans will serve as Arbitron's liaison to the New York-based research community, working closely with groups such as the Radio Advertising Bureau (RAB), the National Association of Broadcasters COLRAM Committee, station representative firms as well as advertising agencies.

Based in Arbitron's New York headquarters, Dr. Evans will report

directly to Pierre Bouvard, general manager, Arbitron Radio. He will also work in conjunction with Jim Peacock, Arbitron's Columbia-based vice president of Research, as well as with Arbitron's radio station and advertiser/agency divisions.

Says Bouvard, "Arbitron is aggressively moving on a number of research fronts, which necessitates an enhanced level of contact with the radio research community. With the addition of Dr. Evans, we will be able to increase our communication with this community, which will enable us to greater enhance our research and, therefore, be more responsive to our customers."

Prior to joining Arbitron, Dr. Evans was vice president of Research, Westwood One Entertainment. He also served as director of Research at Westwood One, Inc. Previously, during his five-year tenure with NBC's Radio Networks Division, he held various research positions, including director of research, administrator, research and sales development, and research analyst. ■■■■

# Media researcher considers MaximiSer® essential

Last March, Howard P. Konig, W.B. Doner & Co.'s vice president, Media Research director, learned that this Southfield, MI, ad agency had been named *Adweek* magazine's Midwest Agency of the year.

While this was an honor of which Konig was justifiably proud, an event of less magnitude but of no less significance for him already had taken place. In the previous January, Konig and his agency had been introduced to MaximiSer, the radio PC application that gives users all the Arbitron information they need, whenever they need it, and with no on-line charges.

MaximiSer is designed to put clients in the driver's seat of their radio ratings, and that's certainly what it's done for Konig's company. Says he: "Lately, we've been called on to do a lot more micromarketing for our clients. They don't just want to look at a Metro, they want to know how radio stations are doing in their trading areas. With MaximiSer we can go into the market and buy stations based not on how they deliver the market, but how it delivers their customers, which is much more important."

## Targeting tool

For ad agencies who want to customize information for their clients, and thereby help them to pinpoint their customers, there's nothing like MaximiSer, as Konig has discovered. Among its features is its ability to customize a geography by zip code or county and to create custom retail trading areas. It enables advertisers to look at dayparts for time blocks covering as little as a quarter-hour or as much as 24 hours.

It also allows its users to identify customers who work full time or part time, or those who don't work at all. Add to this another feature – its ability to examine special programming, like sporting events, and to see ratings for individual teams by day, week and quarter – and it becomes apparent how truly flexible MaximiSer can be.

"Speaking of flexibility," reports Konig, "MaximiSer allows us to pretty much look at any zip code area we want to. One advantage is its ability to allow micromarketing quickly and efficiently. There's an ease of use to it also, which means we can now accomplish something in 10 minutes that used to take us over an hour."

## New business

A good research program can enable an ad agency to land a new account. Combine it with the kinds of data provided by MaximiSer and who knows how much new business it can acquire? In W.B. Doner's case there's been no direct correlation between the use of this service and new business coming on board, but as Konig observes, "It's a resource that can help us in this area as it can any agency."

He says, "The service has proved an essential and vital tool in allowing us to address our customers' needs in order to segment their market, and to examine the markets, the ratings of radio stations against their customers as opposed to the generic market level.

"The great advantage of MaximiSer for an agency is that this type of information has been around for awhile via on-line services. But this is the first time we've been able to get this type of information in-house. And this really allows us to turn around projects much faster in order to meet our clients' needs." ■■■

MEDIA PROFESSIONAL



MEDIA PROFESSIONAL

coming to Doner soon...

## Media Professional

This is a new planning and buying system designed by Arbitron to help agencies and advertisers buy radio. As W.B. Doner's Konig says, "It's something we're very seriously considering. In fact, we'll probably be testing it by fall."

Media Professional uses Arbitron's respondent-level data in planning

ad campaigns and executing buys based on specific needs. Custom geographies, demos and dayparts can be created, focusing buys on an advertiser's actual sales territory.

Media Professional Package Builder lets the user prepare detailed radio planning and generate the total media mix. Planners enter goals, con-

sider alternatives and flowchart the plan. Buyers can evaluate rates and use the buysheet to analyze multistation, multiweek Reach & Frequency, Cost Per Point and other criteria. Confirmations for clients, summaries of the buy or evaluations of performance versus goals are easy to access and view.

# Dixie station's big gains in a not-so-big market

When Warren Penney joined Albertville's WQSB as its general manager, the station had a lot going for it. Situated in the Northeast section of Alabama, a new, taller tower delivered a signal that reached 80 miles in every direction. Persons living on, even across, Tennessee's and Georgia's state lines were tuning in.

Unfortunately, despite all its newfound broadcast power, what wasn't going for it were advertisers. They were few and far between. That was in 1990 when, even with its big tower, WQSB nonetheless was presenting itself as a small-market radio station covering an audience of some 15,000 persons.

Thanks to Penney's use of Arbitron during the years which followed, all that changed. He's now able to demonstrate to clients a more realistic picture of WQSB, including the fact that it blankets an area where more than 350,000 persons live.

He's also been able to help the station's advertisers become more efficient and sophisticated about their planning and buying. Moreover, all these things together have allowed him to justify his station's rate and budget increases.

## Two tools used

One of the keys to WQSB's continuous growth has been the use to which Penney and his sales reps have put Arbitron's Custom Survey Area report. This is a compilation of radio audience estimates designed to represent an average week of radio listening for an area defined by its user for a survey period. In Penney's case, "we took five or six counties and averaged them together, and, so, managed to raise our average rate up."

Also contributing to the station's gains was Arbitron's County Coverage Study. For

many radio markets this is the only source of radio listening. With it, a station can prove to local advertisers that it can reach their trading areas as well as target the station's promotion campaigns to the areas where the advertiser's customers live.

Through judicious use of both these tools, WQSB has been able to demonstrate to advertisers that when it comes to average quarter-hour share, it's a leader. In fact, according to Penney, "We have the highest average quarter-hour share of 12 other stations in our area."

## Picky, picky

Penney claims WQSB has reached the point where it can be choosy about its clients. "Because we get quick results, we demand our advertisers give us something to get results with. Ours is a Country audience, a responsive audience, and they respond to the right kind of advertising. For instance, if an advertiser is having a five-percent-off sale, we won't accept the order; it's got to be 35 or 40 percent off. If we can't get a crowd in front of his doors, we don't want his advertising dollars."

Promotions are another part of WQSB's sales arsenal. It holds as many as 30 a year. At Albertville's Riverfest, which attracts as many as 100,000 persons, certain lucky individuals seen wearing a WQSB sticker can get interviewed by its remote crew and go home with \$50.

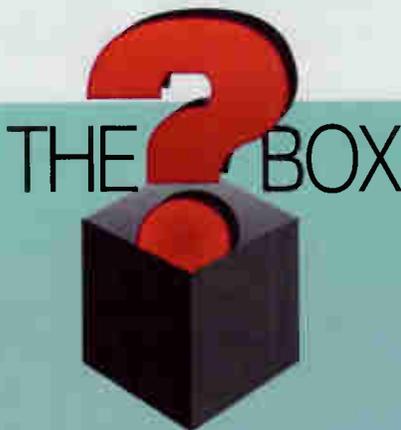
As effective as such promos are, in Penney's opinion it's the use of Arbitron's products that has done the most to raise WQSB's rates and budgets. Says he: "We've used Arbitron not so much for convincing our listeners we're number one, but for convincing our advertisers that not only

are we number one, but we can increase their business, which is what they're in business for." ||||



*"When I came to this station, the average commercial rate was \$8. The average monthly budget per account was \$300. Today, our average commercial rate is \$30, and the budget is \$1,300. Without Arbitron, in order to attain these rates and budgets, the job would have been next to impossible."*

— Warren Penney,  
General Manager, WQSB-FM, 105.1,  
"Alabama's Country Giant"



Arbitron radio and advertising agency sales representatives respond to a variety of client questions on a daily basis. Below are some representative inquiries which might include a few of your own.

**Q:** *I've read in BTR that you offer a variety of "tools for the trade." What are some of them?*

**A:** Arbitron has all of the essential tools available to help radio stations and their advertisers understand the radio marketplace. These include Cume, Time Spent Listening (TSL) and Average Quarter-Hour estimates, as well as Audience Duplication, Ethnic Composition, Listening Locations, Hour-by-Hour estimates, Audience Turnover, P1 Listeners and more.

This information is critical when making programming decisions or positioning the benefits of a station in the competitive arena. As a result of the seven-day diary, only Arbitron can provide a full-week Cume figure and true Average Quarter-Hour estimates. This means one can calculate a true Reach and Frequency to move beyond Gross Rating Points and Cost Per Point. A true Reach and Frequency cannot be reliably calculated without a true Average Quarter-Hour estimate.

Depending upon the station's and advertiser's goals, there are numerous ways to analyze the Arbitron data and maximize the performance of a radio schedule. MaximiSer provides unlimited access and flexibility with the Arbitron database. It enables users to define geographic location, lifestyle, ethnicity, listening location, discrete demos and time periods. Programming tools that are

available include Audience Duplication information, P1 Listener data and the Programmer's Package, a set of 12 reports analyzing unweighted diary information.

**Q:** *Our agency's planners and buyers have found the new Media Professional software application is very user friendly. There are times, however, when they want additional help. Whom can they call?*

**A:** Arbitron has an 800 number for just that purpose. It's 1-800-543-7300. Calling it connects one to the software customer service team. Each member of that team is available to answer questions about not only Media Professional but also any of the Arbitron PC applications, including MaximiSer, Arbitrends and DiaryVue.

**Q:** *Does your company publish a brochure that can tell me where and when people listen to radio, and which formats they prefer?*

**A:** Yes, it's called *Radio Today*. This is Arbitron's newest national radio study. Among other things it can tell you that the average listener spends the equivalent of one full day a week with radio; that female teens are the most frequent users of radio; and that Persons 18-34 make up 71 percent of Modern Rock's audience. To learn more, *BTR* suggests you contact your local Arbitron sales representative for a copy.

**Q:** *What is the EMRC, and what is its purpose?*

**A:** The buyers of household products have the Good Housekeeping Seal of Approval. The users of radio, television and cable measurements have the EMRC, the Electronic Media Rating Council. For each there's a similar objective: to bestow confidence and credibility upon goods and services, whether it's the Seal for a toothpaste or the EMRC for Arbitron.

Each year, Arbitron pays the EMRC's independent auditors to check and double-check every element of the Arbitron radio service. From selecting sample to recruiting households, from editing the diaries to processing the reports, the EMRC constantly monitors the entire survey process to ensure Arbitron's continued compliance with the Ethical, Operational and Disclosure Standards. And by the way, Arbitron is the only local-market radio measurement service that has applied for and achieved accreditation from the EMRC.

**Q:** *Every station has loyal listeners. How important are they to its bottom line?*

**A:** Loyal listeners, defined by Arbitron as First Preference (P1) listeners, are those who listen to one radio station more than any other. Typically, 36 percent of a station's audience is composed of them, yet they contribute between 65 percent and 72 percent of the total quarter-hours of listening to the station. These listeners are the key to ratings success. P1s are of extreme interest to programmers, too – who use them in focus groups to test music preferences.

Look for more questions to be answered by **The ? Box** in the next issue of *Radio BTR*. Meanwhile, for answers to any questions you may have, send your inquiries to Editor, Beyond the Ratings, *The Arbitron Company*, 142 West 57th St., New York, NY 10019-3300.

## Arbitron People



### **Dennis Seely**

Southwestern Manager, Radio Station Services (214) 385-5398

Dennis Seely has been promoted from account executive to

southwestern manager, Radio Station Services, Dallas, where he will be responsible for serving radio station clients in Texas, Arkansas, Mississippi, Louisiana and Oklahoma.



### **Caren Read**

Account Executive, Advertiser/Agency Services (404) 551-1404

Caren Read has joined Advertiser/Agency Services, Atlanta, as an account executive,

where she will be responsible for serving clients in North and South Carolina, parts of Florida and parts of Georgia.

PHOTO BY WAGNER INTERNATIONAL



### **Bill Rose**

Marketing Manager, Radio Station Services (212) 887-1360

Bill Rose, previously account executive, Radio Station Services, New York, has been

promoted to marketing manager, Radio Station Services, New York, where he will be responsible for improving Arbitron's computer services for radio stations, coordinating the redesign of Arbitron's printed report and planning for enhancements to Arbitron's qualitative products.



### **Frank Stanitski**

Eastern Manager, Radio Station Services (410) 312-8528

Frank Stanitski, previously account manager at WPOC-FM, and a former

manager of the Arbitron Radio Product Group, has rejoined Arbitron as eastern manager for Radio Station Services, Columbia, MD, where he will be responsible for all sales activities in the Northeast and Central Atlantic states.

PHOTO BY WAGNER INTERNATIONAL



### **Kevin Bennett**

Client Service Representative, Arbitron NewMedia (212) 887-1527

Kevin Bennett has joined Arbitron NewMedia, New York, as a client service representa-

tive, where he will be responsible for serving clients in New York and throughout the East.



### **Bob Michaels**

Sr. Account Executive, Radio Station Services, and Team Leader, Radio Programming (214) 385-5397

Bob Michaels, senior account executive, Radio

Station Services, Dallas, has assumed the additional position of team leader, Radio Programming, in which he will be responsible for putting together a group of radio industry programming experts whose purpose is to update and improve the *Arbitron Radio Programmer's Package*.



### **Bill Bingham**

Client Service Executive, Advertiser/Agency Services (404) 551-1410

Bill Bingham, previously client service representative, Advertiser/

Agency Services, Atlanta, has been promoted to client service executive, where he will be responsible for serving clients in Alabama, Florida, Georgia and Tennessee as well as the Atlanta area.



### **Jon Wilson**

Account Executive, Radio Station Services (312) 266-4161

Jon Wilson has joined Radio Station Services, Chicago, as an account executive where he

will be responsible for serving clients in Detroit, and in the states of Illinois, Wisconsin and Iowa.

## C A L E N D A R

*June 22 - Sept. 13* Summer radio survey

*July 30 - Aug. 2* Arbitron Radio Advisory Council meeting, Jackson Hole, WY

*September 7-9* World Media Expo/NAB radio, New Orleans

*September 15* Radio Advisory Council election begins

## Beyond the Ratings/Radio

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