



Tuesday, January 18th, 2011

Radio Stations

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Do you know
a broadcaster
who desperately
needs help?

Broadcasters Foundation of America

MINIMUM REPORTING STANDARDS (MRS)

Radio stations must meet applicable Minimum Reporting Standards in order to be listed in Arbitron's Radio Market Report (Arbitron eBookSM) and other Arbitron services.

Diary-Based *Radio Market Reports*/Arbitron eBooks

A commercial radio station or combo is eligible to be listed in a Diary-based *Radio Market Report*/Arbitron eBook if the station or combo has met all of the following Minimum Reporting Standards for the applicable geographic area among Persons 12+, during the Monday-Sunday 6AM-Midnight daypart for the applicable survey:

- The station must have been credited for at least one quarter-hour in at least 10 In-Tab diaries; **and**
- The station or combo must have a Metro Cume rating of 0.495 or greater; **and**
- The station or combo must have a Metro Average quarter-hour rating of 0.05 or greater.

PPM-Based *Radio Market Reports*/Arbitron eBooks

An encoded commercial or noncommercial radio station or combo is eligible to be listed in a PPM-based *Radio Market Report*/Arbitron eBook if the station or combo has met each of the following Minimum Reporting Standards for the Metro among Persons 6+, during the Monday-Sunday 6AM-Midnight daypart for the applicable report period:

- The station or combo must have received at least one quarter-hour of listening credit from at least one In-Tab panelist; **and**
- The station or combo must have a Metro Cume rating of 0.495 or greater.

Maximi\$er

To meet MRS for Arbitron's **Maximi\$er**[®] and **Media Professional**[®] services, in Standard markets (and Condensed markets whose Metros are embedded), a radio station or a Total Line Reporting combo must meet only one criterion:

At least five minutes of listening within a quarter-hour in **10 diaries in the Metro, the TSA or, if applicable, the DMA**[®].

To meet MRS for Arbitron's **Maximi\$er** and **Media Professional** services in markets that are Small Market Initiative markets, a nonsimulcast station must meet only one criterion:

At least five minutes of listening within a quarter-hour in **one diary in the Metro or the TSA** (effective Spring 2005).

Note: *Noncommercial stations are eligible to be reported in Maximi\$er and Media Professional.*

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