

CONTINUOUS MEASUREMENT

**ARBITRON RATINGS
RADIO**

Continuous Measurement:

*The right choice
for radio*

No other medium is as personal
or as immediate as radio.
It has the power to reach and convince,
to make us think, sing and laugh.
And no other medium keeps in touch
with more people, in more places,
at more times year round.

As radio has grown in
power and influence,
the industry has needed more and
better measures of who
is listening to radio and how
its message is reaching the consumer.

Since 1964, Arbitron Ratings
has led the search for better ways
to measure the radio audience.
Today our search brings us to
continuous measurement,
a new opportunity
for radio and your station.

What is Continuous Measurement?

It's four 12-week surveys in 75 top radio markets. Beginning with the spring 1986 survey, Arbitron will issue four quarterly reports on radio listening in those 75 markets: spring, summer, fall and winter. We'll measure radio audiences from January to December, 48 weeks of measurement a year. The 75 continuous-measurement markets represent 81 percent of the radio advertising dollars and 82 percent of the United States consumers.

In 1986, 61 radio markets will be added to the summer 1986 survey schedule (June 26-September 17, 1986). In 1987, 47 markets will be added to the winter survey (January 8-April 1, 1987). From spring on, we'll measure 75 markets during the winter and summer surveys, 130

markets during the fall and 259 markets during the spring.

The additional reports mean more diaries in the hands of radio listeners. In markets that were measured just two times a year, continuous measurement will double the number of radio diaries. And we've increased the sample size in a way that's more advantageous for stations and advertisers. If we were to double the sample in your existing surveys, the reliability of your estimates would increase by only 25 percent. By using the additional sample for additional surveys, you'll have new information about radio listening for seasons that were never measured before. So with continuous measurement, you'll have a broader, more timely description of the radio audience in your market.

CONTINUOUS MEASUREMENT MARKETS

Albany- Schenectady-Troy, NY	Grand Rapids, MI	Milwaukee-Racine, WI	Rochester, NY
Allentown-Bethlehem, PA	Greensboro- Winston Salem- High Point, NC	Minneapolis-St. Paul, MN	Sacramento, CA
Atlanta, GA	Greenville- Spartanburg, SC	Nashville, TN	St. Louis, MO
Austin, TX	Harrisburg-Lebanon- Carlisle, PA	Nassau-Suffolk, NY (Long Island)	Salt Lake City-Ogden, UT
Baltimore, MD	Hartford-New Britain- Middletown, CT	New Orleans, LA	San Antonio, TX
Baton Rouge, LA	Honolulu, HI	New York, NY	San Diego, CA
Birmingham, AL	Houston-Galveston, TX	Norfolk-Virginia Beach- Newport News, VA	San Francisco, CA
Boston, MA	Indianapolis, IN	Oklahoma City, OK	San Jose, CA
Buffalo-Niagara Falls, NY	Jacksonville, FL	Omaha- Council Bluffs, NE-IA	Seattle-Tacoma, WA
Charlotte-Gastonia- Rock Hill, NC-SC	Kansas City, MO-KS	Orlando, FL	Springfield, MA
Chattanooga, TN	Knoxville, TN	Philadelphia, PA	Syracuse, NY
Chicago, IL	Las Vegas, NV	Phoenix, AZ	Tampa-St. Petersburg- Clearwater, FL
Cincinnati, OH	Los Angeles, CA	Pittsburgh, PA	Toledo, OH
Cleveland, OH	Louisville, KY	Portland, OR	Tucson, AZ
Columbus, OH	McAllen-Brownsville, TX	Providence-Warwick- Pawtucket, RI	Tulsa, OK
Dallas-Ft. Worth, TX	Memphis, TN	Raleigh-Durham, NC	Washington, DC
Dayton, OH	Miami-Ft. Lauderdale- Hollywood, FL	Richmond, VA	West Palm Beach- Boca Raton, FL
Denver-Boulder, CO		Riverside- San Bernardino, CA	Wilkes Barre- Scranton, PA
Detroit, MI			Youngstown-Warren, OH
El Paso, TX			
Fresno, CA			

The investment for Radio Today

We all know
that radio is a target medium.
Radio targets audiences,
dayparts, days.
And now, with
continuous measurement,
radio can demonstrate
that it's a medium for all seasons.
Continuous measurement
reflects the true,
dynamic nature of the radio audience.

For you, that means:
More sales opportunities
■
Better business decisions
■
More clout for radio

More Sales Opportunities

Selling radio is a year round proposition. The best way to sell radio to advertisers is to use timely and reliable listening information that tracks and trends radio listening in all seasons. Keeping up with audience levels, composition and habits — season to season — gives you more reasons and more opportunities to convince advertisers to buy.

DOCUMENT AUDIENCE STABILITY

While audiences may change their radio listening habits season to season, radio listening levels are consistently high all year-round. Now, continuous measurement gives you timely sales stories based on radio's year round strengths.

RADIO TAKES ON THE ELECTRONIC MEDIA YEAR ROUND

INDEX OF SEASONAL AUDIENCE LEVELS

	Radio PURs	TV PVTs
Spring 84	103	87
Summer 84	99	95
Fall 84	98	109
Winter 85	101	111
Spring 85	103	86

100 = Five-survey average PUR/PVT
TV PVTs — US weighted average
Radio PURs — All-market survey average

Using radio's consistent listening levels, you can demonstrate how radio compares with another medium's audience levels throughout the year. You'll be able to make a direct comparison showing that radio levels are high when another media's levels are lowest, documenting that radio can be the best and the most cost-efficient buy.

TARGET CLIENT AD DOLLARS BY SEASON

You'll be able to use radio's consistently high listening levels to convince that department store to advertise the winter white sale on your station. Or persuade movie advertisers that your station delivers the teens who swarm to the theatres in the summer — or the soft drink advertiser who's counting on sales to soar with the heat of the season. When "back to school" is the advertising theme of the season, you'll be able to demonstrate how your station delivers the parents who buy everything from shoes to lunch boxes.

SELL YOUR STATION'S SEASONAL STRENGTHS

With continuous measurement, you'll have the numbers you need to show the strengths of your format by season, whether it is your coverage of summer baseball and Live Aid or the political primaries in winter. You can promote to advertisers the special opportunities your market and your station present when skiers fill the slopes, or vacationers flock to the beaches.

MORE BUSINESS FOR YOUR STATION

Continuous measurement will help you reach the seasonal advertisers who want to reach their customers in summer or winter. You'll have the numbers to make the pitch. And your numbers will be from the most credible source in radio research. You won't have to spend time convincing your prospects that our numbers mean business. Arbitron Ratings has already sold the agencies on the reliability and credibility of our research.

Make Better Business Decisions

FINE TUNE YOUR PROGRAMMING

You won't have to work with out-of-date information to track and trend your performance. You'll be able to see more quickly the results of your programming efforts. You'll have more frequent information so you can respond to competitive changes in the marketplace or modify your programming to coincide with seasonal changes in your audience's listening habits.

It's not in anyone's best interest to live with a single survey's estimates for a long time. You may make changes, or your competitor may make changes in the meantime. With timely information, your programming efforts and sales budgets are easier to update. Your decisions will be based on actual market conditions so you can adjust your spot inventories to meet revenue goals. With continuous measurement you can take action before it's too late.

IMPROVE HOW YOU WORK WITH RATINGS

By using the additional points on a line that continuous measurement can give you, you'll have more information on which to base decisions. More points on a line improve how you work with ratings. It's tough to demonstrate consistency with just one or even two measures a year. If your fall ratings happen to be lower than your spring ratings, an advertiser may perceive that as a downward trend. However, your summer and winter numbers could show that fall was just a fluke; your audience and influence is growing. The other three surveys may help you smooth out peaks and valleys or explain the effect of atypical events — such as unusual weather conditions. More measurement can improve how you work with ratings. You can document consistency. And that means building confidence with advertisers.

More Clout for Radio

THE AGENCY PERSPECTIVE

Advertising is a year-round proposition. Too many advertising dollars are on the line for media planning and buying decisions to be made using audience information that's out-of-date. Without timely information, advertisers may take their budgets elsewhere, leaving radio short on the buy. Agencies have said in a single voice they will buy radio with more confidence if they had continuous measurement of radio markets.

“You really just cannot take a book that's been in the house for six months and look at it because the data could be meaningless. Putting everyone in a book four times a year would be a big improvement.”

Marlene Chautin
Local Broadcast Supervisor
Young & Rubicam
Marketing & Media Decisions
Fall 1985 Special Issue, page 52

“We see a particular need for more summer measurement. Audience listenership against certain demographics does change by season of the year — specifically in the case of teens. Also, it would be good to have a clearer picture of the audience to those stations carrying sports, particularly baseball.”

Sharron Lalik
Senior Vice President
Director of Spot Broadcast
D'Arcy MacManus Masius

“I am totally for increased frequency of measurement. The radio marketplace is constantly changing. With increased frequency you don't have to wait as long for format changes and personality changes to show up — the information would be more immediate. Since Pittsburgh added a winter survey in 1984, increasing from two to three surveys a year, I am able to buy the market better, since I now have more current information available.”

Pat Springer
Broadcast Supervisor
Ketchum Advertising, Pittsburgh

THE HIGHER PROFILE RADIO DESERVES

Radio will get more attention from national and local advertisers because there will be year round information for more markets.

The press, always looking for what's new, will have more stories to tell about radio. Radio will have more chances to make the headlines.

Listeners like to read about how well their favorite station or personality is doing. More reports each year mean more opportunities to make the news.

Investors can back your radio stations with confidence, knowing the tools are there to measure constantly radio's performance and protect their commitment.

Record companies, syndicators and networks will have more information to fine tune their services. Your reps will have more stories to sell to national and regional advertisers because continuous measurement means visibility for your station and your market.

Paving the Way for Radio's Growth

Continuous measurement reflects Arbitron's commitment to radio. We've been listening to the industry's increasing interest in continuous measurement. We know it is time to answer that demand. As a leader in quality audience measurement, Arbitron is confident continuous measurement is the right course for the business of radio.

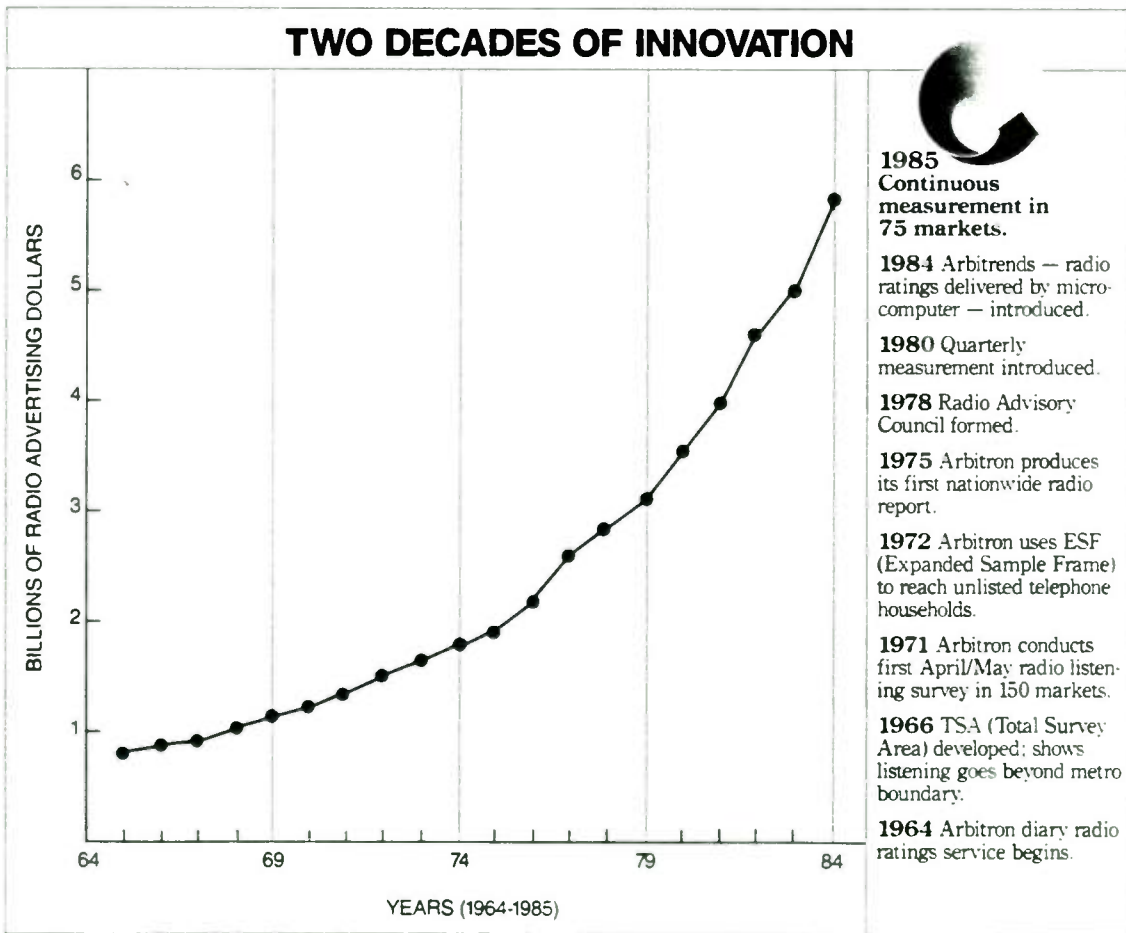
There are 8611 commercial radio stations today, 1400 more than 10 years ago. The average household has over five radios — adding up to 480

million radios in-use today. That's more radios than there are people!

People take radio with them wherever they go. No matter how they change their habits from season to season, radio remains a part of their lives. It all adds up to one significant fact:

Radio reaches 96 percent of all consumers every week of the year.

Continuous measurement will help radio take advantage of this phenomenal growth.



Continuous Measurement:

your choice

Arbitron Ratings
is taking a tremendous gamble
to give radio the power and
influence it deserves.

We've weighed the costs.
We've studied the advantages.
We know it's the right decision
for the industry.

Now the choice is yours.

Continuous measurement

multiplies your sales opportunities



gives you more control of your business



increases the visibility of your medium

And only continuous measurement
captures radio's ability
to keep in touch with more people
in more places
at more times year round.

Continuous measurement.

The right choice for radio.

MARKET SURVEY SCHEDULE

CONTINUOUS MEASUREMENT MARKETS 1986

Metro Rank	Standard Radio Market	Spring	Summer	Fall	Winter
51	Albany-Schenectady-Troy, NY	●	□	●	□
60	Allentown-Bethlehem, PA	●	□	●	□
14	Atlanta, GA	●	●	●	●
59	Austin, TX	●	□	●	□
16	Baltimore, MD	●	□	●	●
78	Baton Rouge, LA	●	□	●	□
47	Birmingham, AL	●	□	●	□
7	Boston, MA	●	●	●	●
35	Buffalo-Niagara Falls, NY	●	□	●	□
40	Charlotte-Gastonia-Rock Hill, NC-SC	●	□	●	□
72	Chattanooga, TN	●	□	●	□
3	Chicago, IL	●	●	●	●
29	Cincinnati, OH	●	□	●	□
22	Cleveland, OH	●	●	●	●
33	Columbus, OH	●	□	●	□
10	Dallas-Ft. Worth, TX	●	●	●	●
46	Dayton, OH	●	□	●	□
23	Denver-Boulder, CO	●	□	●	●
6	Detroit, MI	●	●	●	●
81	El Paso, TX	●	□	●	□
73	Fresno, CA	●	□	●	□
65	Grand Rapids, MI	●	□	●	□
49	Greensboro-Winston Salem-High Point, NC	●	□	●	□
66	Greenville-Spartanburg, SC	●	□	●	□
71	Harrisburg-Lebanon-Carlisle, PA	●	□	●	□
39	Hartford-New Britain-Middletown, CT	●	□	●	□
53	Honolulu, HI	●	□	●	□
8	Houston-Galveston, TX	●	●	●	●
36	Indianapolis, IN	●	□	●	□
55	Jacksonville, FL	●	□	●	□
27	Kansas City, MO-KS	●	□	●	●
68	Knoxville, TN	●	□	●	□
75	Las Vegas, NV	●	□	●	□
2	Los Angeles, CA	●	●	●	●
44	Louisville, KY	●	□	●	●
77	McAllen-Brownsville, TX	●	□	●	□
50	Memphis, TN	●	□	●	□
11	Miami-Ft. Lauderdale-Hollywood, FL	●	□	●	●

Metro Rank	Standard Radio Market	Spring	Summer	Fall	Winter
25	Milwaukee-Racine, WI	●	□	●	□
18	Minneapolis-St. Paul, MN	●	●	●	●
48	Nashville, TN	●	□	●	□
12	Nassau-Suffolk, NY (Long Island)	●	□	●	□
31	New Orleans, LA	●	□	●	□
1	New York, NY	●	●	●	●
34	Norfolk-Virginia Beach-Newport News, VA	●	□	●	□
42	Oklahoma City, OK	●	□	●	□
69	Omaha-Council Bluffs, NE-IA	●	□	●	□
52	Orlando, FL	●	□	●	□
5	Philadelphia, PA	●	●	●	●
24	Phoenix, AZ	●	□	●	●
13	Pittsburgh, PA	●	□	●	●
30	Portland, OR	●	□	●	●
26	Providence-Warwick-Pawtucket, RI	●	□	●	□
63	Raleigh-Durham, NC	●	□	●	□
54	Richmond, VA	●	□	●	□
38	Riverside-San Bernardino, CA	●	□	●	□
41	Rochester, NY	●	□	●	□
32	Sacramento, CA	●	□	●	●
15	St. Louis, MO	●	●	●	●
43	Salt Lake City-Ogden, UT	●	□	●	●
37	San Antonio, TX	●	□	●	□
20	San Diego, CA	●	●	●	●
4	San Francisco, CA	●	●	●	●
28	San Jose, CA	●	□	●	●
17	Seattle-Tacoma, WA	●	●	●	●
70	Springfield, MA	●	□	●	□
61	Syracuse, NY	●	□	●	□
21	Tampa-St. Petersburg-Clearwater, FL	●	□	●	●
67	Toledo, OH	●	□	●	□
64	Tucson, AZ	●	□	●	□
56	Tulsa, OK	●	□	●	□
9	Washington, DC	●	●	●	●
57	West Palm Beach-Boca Raton, FL	●	□	●	□
58	Wilkes Barre-Scranton, PA	●	□	●	□
79	Youngstown-Warren, OH	●	□	●	□

Spring / April 3 - June 25, 1986 **Summer** / June 26 - September 17, 1986
Fall / September 25 - December 17, 1986 **Winter** / January 8 - April 1, 1987

● Existing Survey announced prior to 10/18/85
□ Added Survey for Continuous Measurement

STANDARD MEASUREMENT RADIO MARKETS

Metro Rank	Standard Radio Market	Spring	Fall
62	Akron, OH	●	●
82	Albuquerque, NM	●	●
209	Altoona, PA	●	
170	Amarillo, TX	●	
19	Anaheim-Santa Ana, CA (Orange County)	●	●
152	Anchorage, AK	●	●
129	Appleton-Oshkosh, WI	●	●
173	Asheville, NC	●	
160	Atlantic City, NJ	●	
108	Augusta, GA	●	
88	Bakersfield, CA	●	●
102	Beaumont-Port Arthur, TX	●	●
226	Billings, MT	●	
138	Binghamton, NY	●	
135	Boise, ID	●	
90	Bridgeport, CT	●	●
98	Canton, OH	●	●
254	Casper, WY	●	
187	Cedar Rapids, IA	●	
85	Charleston, SC	●	●
140	Charleston, WV	●	
115	Colorado Springs, CO	●	●
91	Columbia, SC	●	●
149	Columbus, GA	●	
117	Corpus Christi, TX	●	●
	Davenport-Rock Island-Moline, IA-IL (See Quad Cities)		
121	Daytona Beach, FL	●	●
106	Des Moines, IA	●	●
144	Duluth-Superior, MN-WI	●	
133	Erie, PA	●	
142	Eugene-Springfield, OR	●	●
132	Evansville, IN	●	
201	Fargo-Moorhead, ND-MN	●	
145	Fayetteville, NC	●	
94	Flint, MI	●	●
116	Ft. Wayne, IN	●	●
179	Green Bay, WI	●	
130	Greenville-New Bern-Washington, NC	●	
119	Huntington-Ashland, WV-KY	●	●
165	Huntsville, AL	●	
104	Jackson, MS	●	
89	Johnson City-Kingsport-Bristol, TN-VA	●	●
143	Johnstown, PA	●	
159	Kalamazoo, MI	●	●
162	Lafayette, LA	●	
110	Lakeland-Winter Haven, FL	●	
103	Lancaster, PA	●	●
96	Lansing-East Lansing, MI	●	●

Metro Rank	Standard Radio Market	Spring	Fall
123	Lexington-Fayette, KY	●	●
164	Lincoln, NE	●	
83	Little Rock, AR	●	●
158	Lubbock, TX	●	●
167	Lynchburg, VA	●	
139	Macon, GA	●	
118	Madison, WI	●	●
184	Manchester, NH	●	
111	Melbourne-Titusville-Cocoa, FL	●	
87	Mobile, AL	●	●
128	Modesto, CA	●	●
131	Montgomery, AL	●	
80	New Haven-Meriden, CT	●	●
107	Oxnard-Ventura, CA	●	
126	Pensacola, FL	●	
109	Peoria, IL	●	●
154	Portland, ME	●	
112	Portsmouth-Dover-Rochester, NH-ME	●	
220	Pueblo, CO	●	
105	Quad Cities, IA-IL (Davenport-Rock Island-Moline)	●	●
122	Reading, PA	●	●
156	Reno, NV	●	●
153	Roanoke, VA	●	●
136	Rockford, IL	●	
99	Saginaw-Bay City-Midland, MI	●	●
124	Salinas-Seaside-Monterey, CA	●	●
74	San Diego North County, CA	●	●
86	Sarasota-Bradenton, FL	●	
148	Savannah, GA	●	
113	Shreveport, LA	●	●
203	Sioux Falls, SD	●	
150	South Bend, IN	●	
95	Spokane, WA	●	●
155	Springfield, MO	●	
195	Steubenville-Weirton, OH-WV	●	
101	Stockton, CA	●	●
177	Tallahassee, FL	●	
161	Terre Haute, IN	●	
191	Topeka, KS	●	
125	Utica-Rome, NY	●	
172	Waco, TX	●	
190	Waterloo-Cedar Falls, IA	●	
176	Wheeling, WV	●	
93	Wichita, KS	●	●
76	Wilmington, DE	●	●
197	Wilmington, NC	●	
97	Worcester, MA	●	●
100	York, PA	●	●

CONDENSED MEASUREMENT RADIO MARKETS

Metro Rank	Condensed Radio Market	Spring	Fall
257	Aberdeen, WA	●	●
198	Abilene, TX	●	
232	Albany, GA	●	
192	Albany-Corvallis-Lebanon, OR	●	
193	Alexandria, LA	●	
137	Ann Arbor, MI	●	
229	Augusta-Waterville, ME	●	
250	Bangor, ME	●	
210	Battle Creek, MI	●	
246	Beckley, WV	●	
260	Big Spring, TX	●	
171	Biloxi-Gulfport, MS	●	
245	Bismarck, ND	●	
215	Bloomington, IL	●	
157	Boulder, CO	●	
259	Bozeman, MT	●	
214	Burlington, VT	●	●
175	Cape Cod, MA	●	●
235	Cape May, NJ	●	
216	Charlottesville, VA	●	
255	Cheyenne, WY	●	
183	Chico, CA	●	
231	Columbia, MO	●	
178	Danbury, CT	●	●
243	Danville, IL	●	
222	Dothan, AL	●	
189	Dubuque, IA	●	
208	Eau Claire, WI	●	
168	Fayetteville-Springdale, AR	●	
134	Ft. Myers, FL	●	
166	Ft. Pierce, FL	●	
182	Ft. Smith, AR	●	
212	Ft. Walton Beach, FL	●	
213	Frederick, MD	●	
181	Gainesville, FL	●	●
234	Grand Forks, ND	●	
242	Grand Junction, CO	●	
252	Great Falls, MT	●	
147	Hagerstown-Chambersburg-Waynesboro, MD-PA	●	
237	Ithaca, NY	●	
211	Joplin, MO	●	
151	Killeen-Temple, TX	●	
239	La Crosse, WI	●	
217	Lafayette, IN	●	●
185	Lake Charles, LA	●	
230	Lawton, OK	●	

Metro Rank	Condensed Radio Market	Spring	Fall
45	Long Branch-Asbury Park, NJ	●	
188	Longview-Marshall, TX	●	
219	Lufkin-Nacogdoches, TX	●	
206	Medford-Ashland, OR	●	
251	Meridian, MS	●	
258	Minot, ND	●	
205	Monroe, LA	●	
92	Morristown, NJ	●	
200	Muskegon, MI	●	
221	Naples-Marco Island, FL	●	
84	New Bedford-Fall River, MA	●	●
223	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	●	
146	Odessa-Midland, TX	●	
248	Owensboro, KY	●	
196	Palm Springs, CA	●	●
233	Panama City, FL	●	
194	Parkersburg-Marietta, WV-OH	●	
224	Pascagoula-Moss Point, MS	●	
247	Plattsburgh, NY	●	●
141	Poughkeepsie, NY	●	
240	Rapid City, SD	●	
207	Redding, CA	●	
	Richland-Kennewick-Pasco (See Tri-Cities)		
241	Rochester, MN	●	
186	St. Cloud, MN	●	
236	San Angelo, TX	●	
174	Santa Barbara, CA	●	●
249	Santa Fe, NM	●	
114	Santa Rosa, CA	●	●
228	Sioux City, IA	●	
169	Springfield, IL	●	
120	Stamford-Norwalk, CT	●	●
238	Staunton-Waynesboro, VA	●	
227	Texarkana, TX-AR	●	
127	Trenton, NJ	●	
202	Tri-Cities, WA (Richland-Kennewick-Pasco)	●	
204	Tuscaloosa, AL	●	
199	Tyler, TX	●	
253	Victoria, TX	●	
163	Waterbury, CT	●	
244	Watertown, NY	●	
256	Wenatchee, WA	●	
218	Wichita Falls, TX	●	
225	Williamsport, PA	●	
180	Yakima, WA	●	