



Winter 2010 Station Information Packet
(for January 7 to March 31, 2010)

Due back by December 7, 2009

November 2009

Dear General Manager:

Enclosed is the Radio Station Information Packet for the Winter 2010 survey. The Station Information Packet is sent to radio stations in all markets four times per year. The following items are included in the packet:

- Station-Specific Station Information Form
- Network and Format Descriptors
- Postage-Prepaid Return Envelope
- Instruction Page

It is important that your Station Information Packet be returned to ensure we have the most up-to-date information for your station on file. If your station facility information has not changed and you do not wish to request Total Line Reporting, just sign and return the form. If your station facility information has changed, please cross out any incorrect information, write in the correct information and sign and return the form. If you wish to request Total Line Reporting, please carefully review and complete the "Total Line Reporting" section of the Station Information Form.

The Station Information Form is due back from all stations by December 7, 2009. Although we will accept late forms, diary edit information is not retroactive. Late updates will be effective only for the Winter 2010 diaries that remain to be credited when the update is received. Update letters may be faxed to Radio Station Relations at (410) 312-8619. Updates to your Fall 2009 station information must be submitted separately. Submit any Fall 2009 updates via letter, faxed to: Arbitron Radio Station Relations, (410) 312-8619.

Questions may be directed to Arbitron Radio Station Relations at (410) 312-8062.

Thank you,

A handwritten signature in black ink that reads "Kevin Labutta". The signature is fluid and cursive.

Kevin Labutta
Product Analyst, Radio Station Relations

PLEASE KEEP A COPY OF YOUR COMPLETED STATION INFORMATION FORM FOR YOUR RECORDS.

W110 US 11/09

STATION INFORMATION: INSTRUCTIONS

IMPORTANT: PLEASE READ

We urge all radio stations to ensure that the station information they submit is current and accurate. A station's submission of inaccurate information may result in audience estimates that misrepresent the station's listening.

If any of the information you submit changes during the survey, or if you discover that you have inadvertently submitted inaccurate information to Arbitron, you should notify Arbitron immediately by faxing an update to: Arbitron Radio Station Relations at (410) 312-8619. You may confirm our receipt of faxed updates by calling Radio Station Relations at (410) 312-8062.

The enclosed form shows the information about your station that Arbitron currently has listed. Please review this form and update it where necessary **by drawing a line through any incorrect data and writing the correct information where indicated.**

If your station does not verify or update the information shown on the form, Arbitron will continue to use this information, **excluding** simulcast information.

Please be sure to SIGN the Station Information Form.

A. UPDATE PROCEDURES

1. Review all information.
2. Draw a line through outdated information.
3. Print or type new information.
4. Sign, date and return to Arbitron.

B. FM STATION E.R.P./H.A.A.T.

FM station E.R.P. and H.A.A.T. are taken directly from FCC documentation. If your station is operating at an E.R.P. and/or H.A.A.T. other than that listed on the form, please update the information and attach a copy of your FCC authorization to operate at the new E.R.P./H.A.A.T.

C. CITY IDENTIFIERS

If one city is listed, it should be your FCC-licensed city. If two cities are listed, the first **must** be your FCC-licensed city; the second may be any city with which you normally ID, provided the two cities are combined in a City Identifier at least once an hour during the Monday-Sunday 6AM-Midnight daypart throughout the entire survey.

Updates can be made to either city by lining out the incorrect city and writing in the correct city.

Note: Requests for changes of home status must be made via a separate letter to Radio Station Relations.

D. STATION NAME CRITERIA

1. A Station Name may contain up to 25 characters (including spaces), but **should not contain abbreviations, slashes, multiple spellings, or redundant elements.**
2. A Station Name should be listed only if it is used as a station identifier clearly, audibly and repeatedly during the broadcast hour.

Note: Submitted Station Names are subject to deletion if used fewer than **four times** per hour Monday-Friday 6AM-Midnight. (During programming in which stations ID infrequently, they will still be eligible for credit for submitted Station Names used on **more than 50%** of the occasions on which the station uses an ID during the broadcast hour.)

3. The name of a network may be included in a Station Name when the majority of the programming aired by the station is provided by that network, and it meets Station Name usage guidelines.

4. If your station has chosen to round or truncate its exact frequency and uses this whole number as a Station Name, you must submit the whole number as an identifier to be eligible for credit for the whole number; for example, an FM exact frequency 95.5 rounded to either "95" or "96"; or an AM exact frequency 1190 rounded to either "11" or "12."

5. The identifiers listed below are inadmissible in the 25-character Station Name:

- Call letters
- Nonpersonalized exact frequencies (e.g., "630" or "1230" for AM stations or "98.5" or "107.3" for FM stations)
- Nonpersonalized generic descriptors (not credited) (e.g., "AM Radio")
- In addition to the above, sports, personalities and programs should not be included in Station Names

E. TOTAL LINE REPORTING

If two or more of your stations simulcast 100% with one another, including commercials, and you wish to request Total Line Reporting for the Winter 2010 survey, enter the call letters, band and frequency of each station in the designated boxes on the enclosed Station Information Form. Estimates for these stations will be reported with a combined total line in all applicable Arbitron services for which the combo qualifies; individual station estimates will not be reported. Combos requesting Total Line Reporting must identify one of the partners as the "primary" station. Audience estimates for the combo will be reported with the primary station's call letters.

Eligible AM/HD-Multicast or FM/HD-Multicast combos should request Total Line Reporting (TLR) by completing the TLR portion of the Station Information Form – identifying the HD-Multicast station by the primary station's call letters and "HD2," "HD3," etc. AM/Internet or FM/Internet combos should request TLR by checking the appropriate boxes on the Internet section of the Station Information Form. Note: TLR combos must select an AM or FM station as the "primary" station and must simulcast all programming 100%, including commercials and PSA's.

Notes:

- Because simulcasting relationships may change from survey to survey, the simulcast partners must be identified, and the request for Total Line Reporting must be resubmitted, each survey for which Total Line Reporting is requested.
- Until the combo builds prior survey trends, any prior survey estimates reported for the combo will reflect listening only to the primary station.
- These Total Line Reporting guidelines replace Arbitron's previous simulcasting guidelines. Effective Winter 2006, Arbitron no longer reports simulcasting relationships other than those that are eligible for, and are reported via, Arbitron's Total Line Reporting guidelines.



FORMATS

Please check to see if your correct format is preprinted on the Station Information Form. If it is not correct or if a change has been made, please line out the previous listing and enter the correct format information for your station on the **Station Information Form**.

80s Hits	Classic Rock	News/Talk/Information	Spanish Contemporary Christian
Active Rock	Contemporary Christian	Nostalgia	Spanish Hot AC
Adult Contemporary (AC)	Contemporary Inspirational	Oldies	Spanish News/Talk
Adults Hits	Country	Other	Spanish Oldies
Adult Standards/MOR	Easy Listening	Pop Contemporary Hit Radio	Spanish Religious
Album Adult Alternative (AAA)	Educational	Religious	Spanish Sports
Album Oriented Rock (AOR)	Family Hits	Rhythmic AC	Spanish Tropical
All News	Gospel	Rhythmic Contemporary Hit Radio	Spanish Variety
All Sports	Hot AC	Rhythmic Oldies	Talk/Personality
Alternative	Jazz	Soft AC	Tejano
Blues	Latino Urban	Smooth AC	Urban AC
Children's Radio	Mexican Regional	Southern Gospel	Urban Contemporary
Classical	Modern AC	Spanish Adult Hits	Urban Oldies
Classic Country	New AC (NAC)/Smooth Jazz	Spanish Contemporary	Variety
Classic Hits	New Country		World Ethnic

NETWORKS

Please check to see if your correct network affiliation(s) is (are) preprinted on the Station Information Form. If network affiliation is not correct or if a change has been made, please line out the network affiliation(s) listed and write in on the **Station Information Form** the appropriate affiliation(s) (limit 3) from among those listed below:

AIR	Air America	MRN	Motor Racing Network
APM	American Public Media	NPR	National Public Radio
APNET	Associated Press Radio Network	PRI	Public Radio International
AURN	American Urban Radio Networks	PRMIER	Premiere Radio Networks
BBC	British Broadcasting Corporation	SBUSA	Sports Byline USA
BTR	Business Talk Radio	SOURCE	Source Radio Network
CBS	CBS Radio Networks	SPNEWS	Sporting News Radio
CIT	Citadel Media	SRN	Salem Radio Network
CNN	CNN Radio Network	TRN	Talk Radio Network
DIAL	Dial Global	UNIVSN	Radio Cadena Univision
DISNEY	Disney Radio Network	USA	USA Radio Network
ESPN	ESPN Radio Network	WESTWD	Westwood One Radio Networks
FOXNEW	FOX News Network		
FOXSP	FOX Sports Network		
IND	Independent		
LTR	Lifestyle Talk Radio		

ACTIVITY REPORT

TIME : 12/08/2009 05:31
 NAME : J103
 FAX : 4238921633
 TEL : 4238921200

NO.	DATE	TIME	FAX NO./NAME	DURATION	PAGE(S)	RESULT	COMMENT
#032 #033	12/07	04:46	4234999733	01:04	02	OK	RX ECM
	12/07	04:55	4999733	25	01	OK	TX ECM
	12/08	05:28	14103128619	01:55	04	OK	TX

BUSY: BUSY/NO RESPONSE
 NG : POOR LINE CONDITION / OUT OF MEMORY
 CV : COVERPAGE
 POL : POLLING
 RET : RETRIEVAL