

NATIONAL ASSN. OF BROADCASTERS
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WASHINGTON, D. C. 20036

WHERE TO GO FOR RATINGS HELP



**For the first time in
Radio Industry history this
Broadcast Rating Council booklet
will show radio stations. . .**

- **How to get a hearing on your ratings problem**
- **List of industry committees working on Radio ratings**

Prepared By
The Radio Committee
Of The Broadcast Rating Council

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INTRODUCTION

Radio Stations frequently have questions or encounter problems concerning audience ratings. Since few stations employ staff research personnel, general managers and program managers often are puzzled about where and how to get help outside of the rating services themselves (or perhaps their spot representatives). Such need may take various forms but two in particular are: (a) how to receive an impartial hearing for a complaint against a rating service and (b) what industry committees or groups work on various means of improving radio ratings.

This booklet has been put together for the BRC Radio Committee to answer these questions and is composed of two independent sections:

- I. Mediation Procedures For Radio Station Rating Complaints
- II. Committees of the Radio Industry Working On Radio Audience Measurement Improvement

The Radio Committee of the Broadcast Rating Council hopes this booklet will clarify the avenues open to radio stations to obtain satisfaction on rating problems.

SECTION I

Mediation Of Complaints

The Broadcast Rating Council, Inc., in conjunction with the National Association of Broadcasters, the National Radio Broadcasters Association, the Radio Advertising Bureau, the Arbitron Radio Advisory Council, and Arbitron Radio, has developed procedures for the formation of industry panels to attempt to mediate radio station ratings complaints which may not have been satisfied by normal relations between the station, the Ratings Service Advisory Council, and the rating service.

The specific operating process is designed to mediate complaints, questions or problems concerning the methodology or existing Ratings Service survey policies. The process provides for a critical examination of individual complaints of all parties. The Ratings Service will have the opportunity to reconsider its action in light of panel findings and conclusions, but its prime contribution is to assure radio broadcasters that every possible action has been taken to get answers to their complaints from a fair and impartial industry body. This is the most significant effort in recent years to make rating services more responsive to broadcaster needs.

A complete listing of the mediation procedures follows.

Procedures For Mediating Radio Station Ratings Complaints

Radio industry trade and service organizations have developed a cooperative plan to attempt to mediate radio station complaints. In most cases, ratings complaints, questions, or problems concerning methodology or existing Ratings Service survey policies or procedures, can be effectively solved at an early stage by direct communication between individual broadcasters and the Ratings Service involved. Nevertheless, there are some cases where a station may believe that it has not received a complete or satisfactory answer. The station may participate in an additional nonbinding mediation process with the Ratings Service with knowledgeable industry professionals serving as mediators.

To provide such a mediation panel, the following procedures have been developed cooperatively by the Broadcast Rating Council, the National Association of Broadcasters, the National Radio Broadcasters Association, the Radio Advertising Bureau, the Arbitron Radio Advisory Council, and Arbitron Radio:

1. All initial complaints from stations are to be first directed to the Ratings Service. The subject matter of mediated complaints is expressly limited to questions of methodology and existing Ratings Service survey policies and procedures.
2. Concurrently, the complaining station will send a copy of the complaint to both the BRC and the Advisory Council. Both the BRC and the Advisory Council will log in the station complaint, noting (a) the date, (b) the nature of the complaint, (c) the station, and (d) the date and substance of the response from the Ratings Service.
3. The BRC, within ten days of receipt of the station's complaint, will give written notice to the station and the Ratings Service as to whether or not the issue(s) are within the jurisdiction of the BRC, together with a brief explanation. When an issue is

exclusively within the jurisdiction of the BRC, the matter will be immediately assumed by the BRC.

4. The Ratings Service will make its best effort to respond substantively within two weeks of its receipt after having sent the station an acknowledgement of receipt within two business days after its receipt of the complaint.
5. In the event that a resolution or response satisfactory to the complaining station is not achieved with either the Ratings Service, the station's representative Advisory Council member, the Council informally, or the BRC, the station then will have the option to raise the matter formally before the entire Ratings Service Advisory Council at its next full business meeting.
6. If the station's appearance before the entire Ratings Service Advisory Council does not produce a satisfactory resolution of the matter, the station may ask for the naming of a mediation panel to consider the matter and advise on the issue. The mediation panel will be comprised of five broadcast industry professionals. A primary and an alternate mediator will be nominated by the Chairman or Director of each of the following: Ratings Service Advisory Council, the NAB Radio Board, the NRBA Board, the RAB Board, and the BRC, but there shall be no duplication among the ten persons so nominated. Duplicate names will be removed and replaced with a substitute proposed name. The Ratings Service will have the right to select for service on the panel either the primary or the alternate mediator nominated by each nominating entity. Each person so nominated shall be affiliated with an organization which is a subscriber to the Ratings Service.
7. Each member, so nominated and approved will certify, prior to participating in each matter, that he

or she is totally disinterested in the outcome of the matter and that all information presented to him or her in the process of mediation will be kept confidential and will not be revealed without the written consent of both the station and the Ratings Service. Ideally, the five panel members should be from different and divergent areas of broadcasting.

8. The panel may either consider the matter presented or elect not to consider the complaint in the event that facts are not offered to support the complaint or that the matter would appear to have been appropriately disposed of in prior proceedings.
9. The mediation panel will have access to Ratings Service data, personnel, and the technical expertise of staff or committee members of the constituent organizations to assist the panel in making a recommendation in accordance with the Ratings Service's policies, procedures, contracts, and historical precedents. The five mediation panel members will elect a chairman prior to undertaking mediation of a complaint. Thereafter, the chairman will set dates, places and times of meetings and will transmit the suggestions or proposals of the panel to both the complaining station and the Ratings Service involved.
10. During the mediation process, and up to and including the announcement of the panel's final recommendation, all public communications must be cleared prior to publication or dissemination by both the station and the Ratings Service.
11. Data which is protected by corporate, contractual, or proprietary interest on the part of the Ratings Service will not be released without the express approval of the Ratings Service. Nonsubscribers to the Ratings Service will not be entitled to receive

any Ratings Service information normally not available to them, from either the service, the BRC, the Advisory Council, the mediation panel, or any of its constituent members.

12. In the event that the mediation panel makes a recommendation favorable to the complaining station, the Ratings Service will have thirty days from its receipt of the panel's recommendation in which to respond to the complaining station, the mediation panel, the Advisory Council, and the BRC as to the Ratings Service's proposed future course of conduct.
13. In the event that a station's complaint is rejected, the panel's recommendation will be released directly to all interested parties.
14. Participation in mediation efforts will be on a voluntary basis by all concerned parties, providing that the complaining station signs an appropriate agreement to mediate.
15. Complaining stations will be responsible for all travel expenses and any and all other expenses incurred by their representatives who may appear in person at any Advisory Council or mediation panel sessions.
16. All mediators will serve without monetary or other compensation and without reimbursement for expenses incurred in the mediation process.
17. All proceedings before any mediation panel are to be informal, off the record, and conversational in nature. No written record, stenographic transcript, or other recording will be made of sessions held before the panel or of the panel's deliberations. Attorneys will not be permitted to appear before the panel unless by express unanimous approval by all

panel members due to extraordinary and compelling circumstances. No panel proceedings will be of an adversary nature.

18. All votes of the panel will be determined by a majority vote with at least a quorum of three panel members present and voting. No proxies will be acceptable.

SECTION II

Radio Industry Committees: What They Do On Ratings

The following has been compiled by the Radio Committee of the Broadcast Rating Council to acquaint broadcasters and advertising executives with committees of the Radio industry involved in efforts to improve radio audience measurement.

Improvement of radio audience measurement is not accomplished through any single means but, rather by a combination of inter-related and co-ordinated efforts which have as a common goal the attainment of a high level of validity and credibility in radio audience measurements.

Certainly earlier major research studies (such as: ARMS-I All Radio Methodology Study, 1966; Polyphase, 1967; CRAM-Cumulative Radio Audience Method, 1966; RADAR Radio's All Dimension Audience Research, 1967; Feasibility Study of Telephone Measurement of Radio Using Varying Numbers of Interviews Per Person, 1977) have contributed to improved radio audience measurement methods.

The monitoring activities of such a unique organization as the Broadcast Rating Council is another indication of the importance the broadcast industry places on providing credible radio research.

This section describes various industry Committees which are part of an ongoing effort to improve radio research. You will find the objectives of each Committee stated as well as a list of current members. Also the Co-ordinator(s) or Chairperson(s) of each Committee has been listed. The leaders of each of these groups have a responsibility to be aware of activities of other committees so that unnecessary duplication of effort is avoided and activity by individual groups will dovetail that of others. Admittedly, the Committee listings will become gradually obsolete as replacements occur. Nevertheless, the general composition and objectives of each committee will remain useful.

We look forward to continued efforts by these groups and hope that this booklet will provide a better understanding of the role each plays in improving radio research.

These Groups Work Toward Radio Ratings Improvement

Arbitron Radio Advisory Council
Broadcast Rating Council Radio Committee
Committee on Local TV & Radio Audience Measurement
NAB Research Committee
NRBA Research Committee
Radio Advertising Bureau GOALS Committee
SRA Radio Research Committee

There follows a brief description of each group . . .

ARBITRON RADIO ADVISORY COUNCIL
1350 Avenue of the Americas
New York, N.Y. 10019
(212) 887-1302

Contacts:

Tom Hoyt, Chairman—WLUP, Chicago
Perry Ury, Vice Chairman—WTIC AM/FM, Hartford
Dick Logan, Arbitron, V.P., Marketing Radio

Purpose:

The Arbitron Radio Advisory Council is comprised of 12 station elected broadcasters, each representing different formats. Members are elected from large and small markets. In addition, there are 2 Council appointed research advisors. Created in 1978, its objective is to create an Advisory Council of management from radio stations for the purpose of exchanging views and information toward the continued improvement of the Arbitron Radio Service, as well as working with Arbitron to solve problems which may arise in the marketplace. The agenda for the Council meetings is specifically geared to the needs of radio stations toward the resolution of key issues and the development of an information flow between the marketplace and Arbitron.

Members:

Council Members:

Tom Hoyt, WLUP/Heftel Broadcasting Corp., Chicago, IL
Perry S. Ury, WTIC Radio, Hartford, CN
Gerald S. Blum, WQXI Radio, Atlanta, GA
Lee Morris, WSOC-FM, Charlotte, NC
Stephen C. Trivers, WQLR Radio, Kalamazoo, MI
George Green, KABC Radio, Los Angeles, CA

Alan Tobkes, Eastman Radio, New York, NY
Kathy Lenard, NBC, New York, NY
W. Cody Anderson, WDAS Radio, Philadelphia, PA
Alfred G. Grosby, KRAK Radio, Sacramento, CA
Nathan Safir, KCOR Radio, San Antonio, TX
Bill Clark, KABL Radio, San Francisco, CA
Jerry Duckett, WKAP Radio, Whitehall, PA
Art Carlson, Susquehanna Broadcasting, York, PA

Arbitron Members:

| | |
|---------------|-----------------|
| Connie Anthes | Jim Riddings |
| Avery Gibson | Rip Ridgeway |
| Bill Livek | Ted Shaker |
| Dick Logan | Marshall Snyder |
| Mike Membrado | |

In addition, the Council invites 2 broadcasters to be guests at each meeting, and the RAB GOALS Committee is also represented.

Other Activities:

The Advisory Council maintains liaison with other major radio associations via RAB GOALS, station representatives, and Station Groups, as well as issuing minutes of all meetings to Arbitron client stations. Stations, in turn, are encouraged to contact members of the Council with issues they wish the Council to review with Arbitron.

BRC RADIO COMMITTEE
Broadcast Rating Council
420 Lexington Avenue
New York, N.Y. 10017
(212) 687-7733

Contacts:

Miles David, President, RAB—Chairman
H.M Beville, Executive Director—BRC—Secretary

PURPOSE:

The BRC Radio Committee recommends policies and procedures relative to accredited radio rating services for action by the Council's Board of Directors. The Committee is interested in dealing with any radio ratings issues which are within the purview of the BRC—that is full disclosure, meeting BRC Standards and "Doing what they say they do." The Committee meets three or four times annually.

Members:

Miles David, RAB, Chairman; W. Lawrence Patrick, NAB, Washington; Ted Dorf, WGAY, Silver Spring; Howard H. Frederick, Mid-America Media; Jack Hill, Ogilvy & Mather (AAAA); Art Gilliam, WLOK, Memphis; James Connor, WWSH-FM, Philadelphia; William McClenaghan, ABC Radio; Bernard Miller, Sears, Chicago (ANA); Gerry Swanson, Swanvisory Council); Robert Fox, KVEN/ KHAY—Ventura; and H.M. Beville, Jr., BRC.

Technical Sub-Committee

Purpose:

To deal with technical research questions and advise the full

Committee on statistical matters, a subcommittee has been set up with the following members:

Russell McKennan, NAB; Richard Montesano, RAB; Jack Hill, O&M; Bob Galen, Blair; William McClenaghan, ABC; Mal Beville, BRC; Roy Shapiro, Group W; and Alan Tobkes, Eastman Radio; Dr. Ernest Kurnow of NYU is Statistical Consultant.

This committee will deal with subjects such as proposed new BRC standards and standard error estimating and disclosure.

Liaison: with GOALS and COLTRAM is maintained by Beville, Patrick and Montesano; with NAB Research Committee by Patrick and McKennan; with NRBA by Dorf; with Arbitron Advisory Council by Hoyt and Montesano; with SRA Research Committee by Alan Tobkes.

COLTRAM
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 293-5104

Contacts:

W. Lawrence Patrick—Sr. V.P. for Research—NAB
Russell McKennan—Director of Quantitative Research—NAB

Purpose:

The Committee on Local TV and Radio Audience Measurement, COLTRAM, is an informal committee whose area of responsibility is methodology, and is the primary vehicle for conducting industry sponsored methodological research. NAB audience measurement research projects (e.g., the recently completed study of Sampling Error Around Radio Audience Estimates) are carried out in consultation with COLTRAM. COLTRAM also makes recommendations to the ratings services concerning improvements in their methodologies and areas in which methodological research is needed.

Members:

H.M. Beville, Jr., BRC; W. Lawrence Patrick, NAB; Ernest Martin, Cox Broadcasting; William McClenaghan, ABC; Russell McKennan, NAB; Richard Montesano, RAB; and Roy Shapiro, Westinghouse Broadcasting.

Other Activities:

COLTRAM's activities are coordinated with those of the RAB GOALS Committee and other industry committees. Joint NAB-RAB research projects such as the Feasibility Study of Telephone Measurement of Radio are conducted in consultation with COLTRAM.

NAB RESEARCH COMMITTEE
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 293-5104

Contacts:

Walter M. Windsor, Co-Chairman, WFTV, Orlando
Michael O. Lareau, CRMC, Co-Chairman, Exec. V.P., WOOD
Broadcasting, Grand Rapids, Mich.
W. Lawrence Patrick—Sr. V.P./Research, NAB

Purpose:

The NAB Research Committee establishes the general policies for the selection and implementation of research projects by the NAB Research Department. The Committee recommends the annual budget for the department and also reviews all research produced by the department. Its members include both directors from the NAB Radio and Television Boards along with other broadcasters.

Members:

Chairmen—Walter M. Windsor, WFTV, Orlando;
Michael O. Lareau, WOOD Broadcasting, Grand Rapids
Richard Dudley, Forward Communications, Wausau, Wisc.
Jay Eliasberg, V.P., Research, CBS Broadcast Group, N.Y.C.
Louisa Henson, Gen'l. Mgr., WLRS, Louisville Ky.
Ben Hoberman, Pres., ABC Radio, ABC, N.Y.C.
Jerry Lee, WEAZ, Bala Cynwyd, Pa.
Robin B. Martin, Pres. & CEO, Deer River Broadcasting, N.Y.C.
Gert H.W. Schmidt, WTLV, Jacksonville, Fla.
Paul Sonkin, ABC Television Network, N.Y.C.
William Rubens, V.P., Research, NBC, N.Y.C.

NRBA RESEARCH COMMITTEE
National Radio Broadcasters Association
Suite 500
1705 DeSales St., N.W.
Washington, D.C. 20036

Contacts

Ted Dorf, Chairman—General Manager, WGAY AM/FM
8121 Georgia Avenue
Silver Spring, Md. 20910

Purpose:

The NRBA Research Committee acts as the voice of its member stations on research matters; it expresses NRBA's position on various research subjects. The group meets periodically with rating companies to discuss major subjects of concern.

Represented on the committee is a cross section of radio interests, both station and radio representatives.

Members:

Ted Dorf, Chairman, General Manager, WGAY,
Bella Werner, V.P., Research/Sales Development, (The Crystal
Co.)
Bill Clark, President, and General Manager KABL
Fred Walker, President Insilco
Ken Mellgren, V.P., Schulke Radio Productions
Richard P. Kale, President, Radio Div., Golden West
Jahn Hiber, President, Hiber & Hart

RAB GOALS COMMITTEE
Radio Advertising Bureau
485 Lexington Avenue
New York, N.Y. 10017
(212) 599-6666

Contacts:

RAB Liaisons: Richard Montesano—Sr. V.P.; Lew Greist, Director Marketing & Research.

Co-Chairpersons: Robert Galen, Blair Radio, V.P. Research; Bill McClenaghan, ABC Radio Network, Research Director.

Past Co-Chairperson: Kathryn Lenard, NBC Radio.

Purpose:

GOALS stands for Goals for Operation, Administration, Logistics and Stability of Radio rating services. The RAB GOALS Committee was formed in 1971 by the RAB Board of Directors to stimulate improvement in all areas of local market syndicated Radio measurement services. GOALS consists of a cross section of Radio researchers representing the needs of different types of Radio stations in the country.

GOALS functions as an industry advisory group of Radio researchers to suggest improvements to rating services in all areas and assist Radio stations in obtaining adequate responses to industry concern about various aspects of rating methodology and reporting.

Members:

GOALS is organized into three Sub-Committees to facilitate the analysis of rating issues of concern to Radio broadcasters.

Sub-Committee and GOALS Chairpersons

Methodological Sub-Committee: Roy Shapiro, Group W.

Procedures Sub-Committee: Terry Drucker, CBS Radio.

Special Services Sub-Committee: Alan Tobkes, Eastman Radio.

Complete list of GOALS members:

Hugh Beville, BRC; Terry Drucker, CBS Spot Sales; Mariann DeLuca, Torbet Radio; Robin Fisher, RKO Radio Network; Robert Galen, Blair Radio; Lew Griest, RAB; Jacquie Grudman, ABC Radio; Patricia Henry, CBS Radio Network; Bruce Hoban, ABC Radio; Sylvia Hughes, CBS Radio Network; Claire Horn, Radio Adv. Reps; Ellen Hulleberg, McGavren-Guild; Fred Jacobs, ABC Radio; Inge Jacobson, H/R Stone Reps; Sandy Kennedy, ABC Radio; Phyllis Leibert, NBC Radio; Kathryn Lenard, NBC Radio; Lorna Lerner, Jack Masla; Mimi Lopez, RKO Radio; Kathy McLaughlin, ABC Radio; Carol Mayberry, Katz Radio; Bill McClenaghan ABC Radio; Russ McKennan, NAB; Elaine Pappas, Bernard Howard & Co.; Dick Montesano, RAB; W. Lawrence Patrick, NAB; Roy Shapiro, Group W; Debbie Tassone, RKO Radio Sales; Alan Tobkes, Eastman Radio; Mel Trauner, Buckley Radio Sales; Alan Trugman, RAB; Bella Werner, Christal Co.; and Ron Werth, Mutual Broadcasting.

Other Activities:

GOALS attempts in every way possible to coordinate its activities with all other Committees serving the industry to improve Radio audience measurement. In addition members of GOALS are often asked to participate in other industry research projects which require technical development such as ARMS II—the RAB All Radio Marketing Study—II, the RAB/NAB Feasibility Study of Telephone Measurement of Radio, and the NAB Coltram Study of Sampling Errors Around Radio Audience Estimates.

SRA RADIO RESEARCH COMMITTEE
Station Representatives Association, Inc.
230 Park Avenue (212) 687-2484
New York, New York 10017

Contacts:

Carol Mayberry, V.P. Director Radio Research,
Katz; Chairperson
M.S. Kellner, Managing Director, SRA

Purpose:

The SRA Radio Research Committee serves as a liaison between the Station Representatives Association and the companies who provide research to the radio industry. This Committee functions primarily in the research-business relations area between the measurer and the rep. In addition, the Committee is available to consult with the measurers on any topics which they may wish to raise. This Committee is not primarily involved in the very heavy technical and statistical aspects of audience measurement but serves as a liaison in the more generalized interactions between station representative research people and research company.

The SRA Radio Research Committee meets with companies who are offering new research products to the radio industry to discuss and attempt to evaluate the varying new offerings.

Members:

Bob Galen—Blair Radio
Mariann De Lucca—Torbet Radio
Inge Jacobson—H/R Stone
Carol Mayberry—Katz Radio
Elaine Pappas—Bernard Howard Co.
Andrea Rainey—Selcom

Debbie Tassone—RKO Radio Sales
Alan Tobkes—Eastman Radio
Mel Trauner—Buckley Radio Sales
Jeff Wakefield—Major Market Radio
Lorna Lerner—Masla
Bill Schutz—Savalli-Schutz
Riele Tack—Pro Radio

Other Activities:

The SRA Radio Research Committee attempts to coordinate its efforts with Committees such as GOALS so as not to duplicate efforts. The Committee may be asked to evaluate research data for either the SRA Board or other SRA Committees.



Broadcast Rating Council, Inc.

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