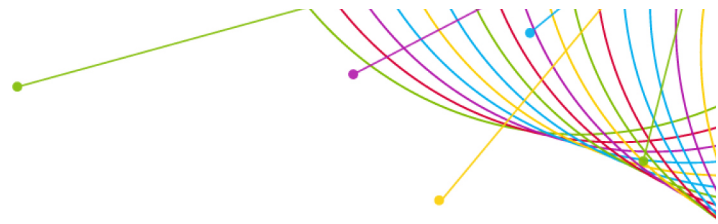




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# FREQUENTLY ASKED QUESTIONS ABOUT STATION INFORMATION

## WHY IS STATION INFORMATION IMPORTANT TO NIELSEN?

The Nielsen Radio Station Information Profiles (SIPs) contain information about all radio stations in the United States, including current addresses, call letters, station names, frequencies, and formats. Nielsen uses this information to credit diary entries and process the data for the Nielsen Radio Market Reports.

To ensure that your station gets proper credit, you must complete and return the Station Information Form mailed to your station each quarter. If any of the information about your station changes during the quarter, please fax or mail an update letter to the address or fax number below.

## HOW DO I LET NIELSEN KNOW ABOUT CHANGES TO MY FACILITY/STATION INFORMATION?

The online Station Information Profile shows the information Nielsen currently has on file for the specified report period.

If you would like to make changes to your station's information, please fax or mail an update letter to:

Nielsen Radio Station Relations  
9705 Patuxent Woods Drive  
Columbia, MD 21046-1572  
Phone: (410) 312-8062  
Fax: (410) 312-8619  
Email: [rsimail@nielsen.com](mailto:rsimail@nielsen.com)

The update should be on your station's letterhead. Although we accept updates after the start of the survey, diary edit information is not retroactive. Updates will be effective for the diaries that have not yet been reviewed when the update is received.

## WHEN WILL MY UPDATE BE PROCESSED?

Generally, updates are processed within three days of receipt or, in many cases, sooner. However, there are instances when stations do not provide all of the information needed and must be contacted.

Please note that call letter and frequency changes require special handling. Once we're notified about the changes, someone from Nielsen will call the station to collect additional information.

## WHAT DO I DO IF ANOTHER STATION IS NOT USING THE STATION NAME THAT WAS SUBMITTED FOR THE SURVEY?

Should a station fail to update its Station Name appropriately, another station in the market may submit a **two-hour air-check containing two 60-minute air-check recordings. The two hours must be recorded Monday-Friday 6AM-Midnight during the same calendar week of the applicable survey.** The submitted Station Name is subject to deletion if the air-check recording demonstrates that usage is not in accordance with the guidelines—e.g., usage consistently falls below minimum thresholds, or submitted Station Names are “buried” or not used as station identifiers. (A challenged Station Name will be retained on file if one of the 60-minute recordings demonstrates usage in accordance with the guidelines and the other 60-minute recording demonstrates usage at least three times per hour.)

The air-check recording must be recorded **during the survey** for which the recording is submitted. It must be recorded by an **outside monitoring source** that is not employed by the

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station, and must be accompanied by a **notarized letter** from that monitoring source indicating the following:

- Station challenging the Station Name
- Station recorded
- Station Name in question
- Date(s) of recording
- Start and stop times of each 60-minute recording
- Each recording is complete and unedited

The recordings and accompanying notarized letter should be sent to:

Nielsen Radio Station Relations  
9705 Patuxent Woods Drive  
Columbia, MD 21046-1572

Station Name air-checks will not be accepted unless the above procedures are followed.

If the challenged Station Name is not used in accordance with the Station Name guidelines, it will be deleted from the Nielsen Station Name file for the remainder of the survey, and both stations will be notified immediately.

A deleted Station Name cannot be resubmitted for the survey from which it was deleted, but the Station Name may be resubmitted for subsequent surveys. Station names that are chronically submitted and deleted via air-check may be disallowed for more than one survey.

**Please note:** Nielsen does not edit diaries retroactively. Air-check recordings should therefore be submitted as soon as possible to ensure appropriate diary editing.

Thank you for your time and effort in helping Nielsen produce the best possible audience information for your market. If you have any questions about your Station Name, Station Names in general, or the Station Name air-check procedures, please contact us at (410) 312-8062. If you have questions regarding diary crediting, please contact our Syndicated Standards and Analysis team at (410) 312-8756.