

AGENDA
COMMITTEE ON LOCAL RADIO AUDIENCE MEASUREMENT

Tuesday, May 25, 2010

2 – 4 p.m.

Arbitron Headquarters

9705 Patuxent Woods Dr., Columbia, Maryland

Wednesday, May 26, 2010

8:30 a.m. – 3 p.m.

National Association of Broadcasters

1771 N Street, NW, Washington, D.C.

Tuesday Afternoon (Response Rate Subcommittee)

2 – 4:00 p.m.

Discussion:

1. Address Based Sampling
 - a. New research by Arbitron on ABS
 - b. Response rates and minority representation
 - c. Future plans
2. CPO HHs – discussion on ways to improve the response to the screener mailer (premise: any gains have the potential to be extremely beneficial to sample representation and response rates)
3. Discussion of methods for improving young adult representation in diary sample aside from the inclusion of CPO

3:30 – 4 p.m.

Wrap-Up

Mr. Tweedle

6 p.m.

Dinner

Nage Restaurant

1600 Rhode Island Avenue, NW

Reservation under Debbie Milman

Wednesday

8:30 – 9:15 a.m.

Review of Agenda

Mr. Tweedle

Industry Committee Reports

- a. Arbitron Advisory Council Ms. Bohan
- b. RAEL Mr. Haley
- c. Media Rating Council (including follow-up discussion on Eastland pre-audit) Mr. Gunzerath
- d. The evolution of the COLRAM subcommittee meeting - discussion

9:15 – 11:30 a.m.

Arbitron Presentation

Arbitron:
Mr. Cohen
Ms. Gentry
Mr. Tupek

1. Overall perspective and changes implemented by Bill Kerr (discussion on resource allocation, priorities, etc.)
2. PPM
 - a. Action plan agreed to with Congress - discussion
 - b. Update on PPM Nation and “on-the-fly” adjustments to sample as necessary (sample balance [Persons 35-44] and proportionality)
 - c. Follow-up discussion on implementing “guard rail guidance” for PPM metrics (“standard error” action item from last meeting)
3. Cell Phone Only
 - a. Update on results of CPO recruitment in Diary markets (percentages of CPO in-tabs achieved by markets, by demo, by geography)
 - b. Update on compilation of local CPO estimates using the enumeration process as a basis
 - c. Future plans for CPO households (what’s in the pipeline?)
4. Update on the Partnership for Radio Engagement

11:45 a.m. – 1:45 p.m.

Nielsen Presentation

Ms. Hadfield
Mr. Lightfoot

1. Radio Advisor and Media Office software demonstration
2. Future information on radio listening as it relates to age, ethnicity, in-home versus out-of-home (P18-34, P35-44, P55+, Blacks and Hispanics)
3. Station format information

4. Summary of Lifestyle measures

2 – 3 p.m.

Ando Media Presentation

Mr. Reynolds

Patrick Reynolds
Senior Vice President
Ando Media

- Overview of Ando Media's data and services
- Methodology and data collection
- Future Plans

3 – 3:30 p.m.

Discussion and Other Business

Mr. Tweedle

Next Meeting and Adjournment