

**Rule #14: Demand better internal sample management from Arbitron**

Arbitron has raised the bar for radio ratings by providing a better methodology. However, a better methodology with inadequate sampling is still poor research. Radio must now raise the bar for Arbitron by holding Arbitron accountable to better sampling. Hitting total sample targets is important, but hitting internal demo targets is critical (ex. M18-24, ethnic quotas, etc.).

Cox Radio CEO Bob Neil took an early stand on this issue, which we support, stating that the industry needs every demo to come in "as promised - it's what we are paying for." Radio will know if Arbitron is providing reliable internal sample sizes based on the stability (or instability) of Average Quarter Hour (AQH) shares within demos and dayparts as PPM data rolls out.

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Inspired by Bob Neil, CEO Cox Radio

**Sample Strategies:**

**Hold Arbitron to the fire until they deliver a consistent and replicatable sample week after week.**

By: Jaye Albright, Consulting Partner,  
Albright & O'Malley Country Consulting/RadioIQ

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