

Diary Security Do's & Don'ts

To help preserve the integrity of the survey process, Arbitron has developed the following guidelines:

Survey Participation

Employees of radio and television stations, and members of their households, are not eligible to participate in Arbitron surveys. (If a station employee discovers that a household member has participated—or has agreed to participate—in the survey, Arbitron should be notified immediately.)

Contact With Diarykeepers

If a diarykeeper contacts a station seeking information, the diarykeeper should be encouraged to call Arbitron directly. The toll-free phone number is listed in each diary (at the bottom of the inside front cover). The station should *not* ask the diarykeeper for his name, phone number or other identifying information.

If a diarykeeper contacts a station, offering to overreport or underreport listening (or to provide information about his diary), the station may attempt to identify the diarykeeper and should then contact Arbitron immediately.

If a diarykeeper (in the course of *any* conversation) provides his name, address, or other identifying information to a station—or should station personnel become aware of the identity of any individual participating in the survey—Arbitron should be notified immediately.

Diarykeepers should *never* be requested to show their diaries (or copies of their diaries) to station personnel, unless instructed to do so by Arbitron.

Social Networking Sites

Station personnel should refrain from corresponding with individuals identifying themselves as diarykeepers. If a self-identified diarykeeper attempts to correspond with station personnel via a social networking site, Arbitron should be notified immediately.

On-Air Comments

If a caller to an on-air program identifies himself as a diarykeeper, or asks questions about Arbitron or radio surveys, the host should refrain from discussing those topics. (Callers who mention Arbitron, seeking further information, may be requested to contact Arbitron directly.)

Arbitron's Response

Diaries that Arbitron believes may have been returned from media-affiliated households (or from households that may have had contact with, or been influenced by, media-affiliated individuals) may be deleted from the In-Tab sample.

Should a station attempt to contact or influence diarykeepers, Arbitron will take whatever measures are necessary, in Arbitron's opinion, to protect the integrity of the radio listener estimates.

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