



Redefined Hispanic DMA®s and Black DMAs

Beginning with RADAR 94,

- The audience base for Hispanic DMA Market groups is now restricted to **only Hispanic respondents in Hispanic DMAs**.
- The audience base for Black DMA Market groups is now restricted to **only Black Non-Hispanic respondents in Black DMAs**.

In the past the audience base for both groups had been based on all respondents.

Therefore, since the base has been changed, the audience estimates for the Hispanic DMA Market groups and the Black DMA Market groups *cannot be trended* with previous RADAR studies. These groups and the combo variables have been relabeled to indicate the redefined bases.

Here's an example of the new labels as seen in Targets.

Tip: Hispanic & HDMA is only available for Hispanic respondents. Black Non-Hispanic & BDMA is only available for Black Non-Hispanic respondents.

Socio-Eco Group
Hispanic & HDMA: 1-10
Hispanic & HDMA: 1-25
Hispanic & HDMA: 1-50
Hispanic & HDMA: 1-100
Hispanic & HDMA: 101 +
Black Non-Hisp& BDMA: 1-10
Black Non-Hisp& BDMA: 1-25
Black Non-Hisp& BDMA: 1-50
Black Non-Hisp& BDMA: 1-100
Black Non-Hisp& BDMA: 101 +
Hisp& Top10 HDMA& HHI \$75K+
Hisp& Top10 HDMA& Coll Grad
Hisp& Top25 HDMA& HHI \$75K+
Hisp& Top50 HDMA& HHI \$75K+
Hisp& Top50 HDMA& Coll Grad
BlackNH& Top10 BDMA& HHI \$75K+
BlackNH& Top25 BDMA& HHI \$75K+
BlackNH& Top10 BDMA& Coll Grad
BlackNH& Top25 BDMA& Coll Grad
BlackNH& Top50 BDMA& HHI \$75K+
BlackNH& Top50 BDMA& Coll Grad

In this issue

- Redefined Hispanic DMAs and Black DMAs
- View Network Affiliates and Network Dayparts
- When would I use SOS?
- What's the Desktop Specs Manual for?

E-mail to a colleague

Feel free to forward this newsletter to colleagues who may find the information useful!

Suggest a Tip!



Have a RADAR PC 2010 shortcut that you'd care to share? Can we help you with a software challenge? You might have the inspiration for our next RADAR Tip. Submit your ideas to judy.kantor@arbitron.com.

This issue's contributor is:

Jennifer Bubluski of MPG, Boston

View Network Affiliates and Network Dayparts

Click icons on the RADAR 94 Desktop to see two new PDF reports, *Network Affiliates* and *Network Reportable Dayparts*.

- The *Network Affiliates* report includes a list of affiliates for each RADAR network in station call letter order, including city and state.
- The *Network Reportable Dayparts* report includes a list of all 49 dayparts for each network and shows the number of broadcasts in each daypart. If the number is zero (0), that means there are no broadcasts in the daypart for that network.

RADAR Network Affiliated Stations		
RADAR 94 - September 2007 ABC Advantage Radio Network		
STATION	CITY	STATE
KATZ FM	MARILLO	TX

RADAR Daypart Report	
RADAR 94 - September 2007 Reportable Dayparts for - ABC	
DAYPART	NUMBER OF BROADCASTS
MONDAY-SUNDAY	

Tip: Use the Bookmarks on the left side of the screen to go directly to a particular network.

Continued...



When would I use SOS?

SOS is the RADAR network reach optimizer. Use it to produce schedules that maximize the number of persons reached by a schedule, or minimize the costs required for a specified reach.

Planners might use SOS to suggest more efficient ways to spend an ad budget or achieve a given reach. As an advertising agency user said: "Use SOS when you know the number of GRPs, but not the networks."

To run SOS, you enter

- Parts or Spots,
 - A demographic target,
 - Whether your objective is to maximize reach or to enter a specific reach, and
 - Whether your constraint is a budget limit or a gross ratings points limit.
- Then save your specs and run the optimization.

SOS will recommend the number of Networks and Units necessary to reach your goals. After optimizing, click the View button to see a Reach and Frequency report and the Next button to see a breakout by each part or each spot.

Tip: Use the *SOS Tools menu* to transfer the optimized results to Parts or Spots for more reports.

What's the Desktop Specs Manual for?

The *RADAR Specification* manual provides descriptions of the options available in each of the RADAR PC2010 applications. It's a useful tool for learning about the RADAR software.

It includes Getting Started and Follow the Numbers instructions for several of the RADAR PC 2010 applications:

- Targets
- Parts
- Market-by-Market
- Population Estimates report—in Scan or Scan-One
- RADAR Plus Data Input wizard
- SOS Optimizer

Tip: The Specs manual is in a PDF file for easy printing.



Contact us

- michael.klein@arbitron.com
(908) 497-2430
networks
- joe.loiacono@arbitron.com
(212) 887-1325
agencies and advertisers
- michael.powderly@arbitron.com
(443) 259-7586
agencies and advertisers
- alex.asch@arbitron.com
(212) 887-1302
agencies and advertisers
- http://www.arbitron.com/national_radio/radar.htm

To read all of our past *RADAR Tips*, go to:
www.arbitron.com/RADARtips.htm.