

# YOUR ROLE IN MAINTAINING AUDIO RATINGS SAMPLE INTEGRITY

Media-affiliated persons are not eligible to participate in any PPM Panel, Diary survey, or other Nielsen research Panel. We use the term 'media-affiliated' as an umbrella term to indicate any person employed by, retained by, contracting for, interning, or volunteering at a:

- Radio station or network
- Television station or network (broadcast or cable)
- Satellite radio broadcaster
- Advertising Agency

Anybody living in a media-affiliated person's household is also ineligible to participate.

People that do not reside in the media-affiliated person's household, but that have a personal or business relationship with the media-affiliated person are also ineligible to participate.

## IMPORTANT REMINDERS



### IF NIELSEN CONTACTS YOU TO PARTICIPATE IN A SURVEY OR PANEL

Inform the interviewer that you are media-affiliated, and thus not eligible to participate. Refusing to participate without explaining that you are media-affiliated is not sufficient. This is because we may mail other recruitment or survey materials to households that initially refuse to cooperate. If you receive survey materials in the mail, return those materials to Nielsen immediately.



### INFORM YOUR MANAGER THAT NIELSEN CONTACTED YOU

Managers: inform your station's Nielsen Client Services Representative about the contact.



### UNDERSTAND YOUR CONTRACTUAL OBLIGATION

The company that employs you has a contractual obligation to Nielsen that expressly prohibits its employees from participating in a ratings research. If you participate in a survey or Panel, you are placing your employer in a position of violating their agreement with Nielsen.



### BE CAREFUL WHEN USING SOCIAL MEDIA

Radio station employees should exercise caution when using social media. Activities to avoid when using social media include: attempting to learn the name, identity, or address of a Nielsen respondent; discussing the ratings; posting any Nielsen data other than reposting a station's approved promotional materials; or encouraging social media contacts to participate in Nielsen research. We carefully monitor social media for these (and other) activities each day. If a Nielsen respondent reaches out to you on social media **do not respond** and contact Nielsen immediately.



### WE DELIST STATIONS FOR MEDIA-AFFILIATION

Media-affiliated persons participating in rating research is a serious form of rating distortion. Our rating distortion policy provides us several different options for responding to the media-affiliation, including removing / delisting the violating station from all affected reports and data sets. **If you participate in ratings research, you put your station at risk of delisting.**

The industry initiative is supported by the Media Ratings Council,  
the Radio Advisory Council & the Policy and Guidelines Committee