

## POLICY BRIEF

# FM TRANSLATORS

## TRANSLATOR REPORTING

In our radio services, we automatically include audience delivered via an FM translator in the estimates we report for the station that retransmits its signal on the translator. We do not report audience estimates for any FM translator as if it were a full service radio station.

## FCC REGULATIONS

Our translator reporting policy reflects the FCC's translator service broadcast regulations. Key FCC rules that differentiate translators from FM stations include:

- **Programming:** A translator may not originate any programming – it must retransmit an AM, FM or HD-multicast station's signal.
- **Power:** A translator may not broadcast at more than 250 watts. In most instances, this ceiling limits the translator's reach (compared to a full service FM station's reach.)
- **Dial Position:** A translator must broadcast at a dial position different than its host station's dial position.
- **Call Sign:** Translator call signs are six characters long and are alphanumeric ('W285AD' for example).

## FACILITY INFORMATION

From a station information perspective, we consider the translator to be a 'part' of the station that retransmits on the translator, rather than a station on its own.

This perspective supports our reporting policy and reflects FCC regulations. As such, our approach for collecting translator information is different than our approach for collecting full service station information.

**To let us know you have a translator, contact our Radio Station Relations team at 410-312-8062.**

It is important that you let us know about your translator and translator changes. As FCC translator records may not be complete or up-to-date, we solely rely upon broadcasters to provide this information.

## TRANSLATOR CREDIT IN PPM

In PPM, a radio station receives listening credit for its translator audience automatically because the translator retransmits the host station's PPM codes (the codes are already in the signal the translator re-transmits).

## TRANSLATOR CREDIT IN DIARY

In Diary, we have detailed translator edit procedures. Via these procedures, we assign listening credit for entries that report listening to the translator to the station that retransmits on the translator. Additional information about these procedures is available upon request.

## CONTACT

For additional information regarding FM Translators and our services:

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