

# Did You Know?

## Important broadcasting guidelines and self-regulation information

### Nondiscrimination Provisions in Advertising Sales Contracts

The Federal Communications Commission (FCC) requires that broadcasters renewing their licenses must certify that their advertising contracts do not discriminate on the basis of race or gender and that their contracts contain nondiscrimination clauses.

Advertising contracts that contain “no urban/no Spanish” dictates intended to minimize the proportion of African American or Hispanic customers patronizing an advertiser’s venue—or presume that African Americans or Hispanics cannot be persuaded to buy an advertiser’s product or service—may be in violation of antidiscrimination laws.

While the FCC does not dictate the specific language of advertising contracts, it can require broadcasters to make the required certification.

You can find out more about this regulation, along with other information about FCC rules at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-07-217A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-07-217A1.pdf).

### Advertisement of Alcohol Products

The advertisement of alcohol products is self-regulated by the alcohol industry through three voluntary codes: the Beer Institute Code, the Wine Institute Code and the Distilled Spirits Council of the United States (“DISCUS”) Code.

These codes restrict the placement of broadcast advertisements to a target audience that is 21 years and older, and require that the ads include only responsible, age-appropriate content. Specifically, each code only permits placement of alcohol advertisements in programs where adults over 21 years of age constitute at least 70% of the audience and each prohibits targeting underage drinkers and youth.

Arbitron offers an audience information service that provides advertisers, agencies and radio stations with ratings information that clearly defines whether the audience to a particular radio station meets the beer industry’s guidelines for advertising. The **21+ Audience Composition Report** profiles the age 21+

average quarter-hour audience composition of individual stations for standard dayparts, as well as hour by hour.

The Beer Institute offers an easy-to-understand pamphlet describing its Advertising and Marketing Code at <http://www.beerinstitute.org/tier.asp?bid=249>.

For more information on Arbitron’s 21+ Audience Composition Report, e-mail [julian.davis@arbitron.com](mailto:julian.davis@arbitron.com) or [oveda.brown@arbitron.com](mailto:oveda.brown@arbitron.com).

### Children’s Programming

The FCC limits the amount of commercial time that can be aired during programs produced and broadcast primarily for children 12 years old and younger. Specifically, it allows no more than 10.5 minutes of commercial matter per hour during children’s programming on weekends and no more than 12 minutes of commercial matter per hour on weekdays.

More details can be found at [www.fcc.gov](http://www.fcc.gov).

### Ready to Assist You

This information is provided as a service of Arbitron’s Multicultural Team. This group of media experts is dedicatedly solely to meeting the distinct needs of Urban and Spanish-Language Radio and multicultural advertising agencies. Members of the team not only have vast experience in research, marketing and ad sales, but they also have specialized in serving multicultural markets.

Please feel free to contact any of the team members for more information:

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FTC Report on Self-Regulation in the Alcohol Industry Highlights Need for Electronic Measurement in Radio

Report Indicates Portable People Meter Ratings Will Allow Advertisers to Make More Rapid Adjustments When a Change in Audience Occurs

NEW YORK; July 9, 2008 – The United States Federal Trade Commission (FTC) recently issued a report entitled Self-Regulation in the Alcohol Industry that, among other matters, highlighted the need for more widespread electronic measurement of radio.

“This FTC report illustrates one more reason why the radio industry needs more timely reporting of audience estimates,” said Pierre Bouvard, president, Sales and Marketing, Arbitron Inc.

In the top local markets, television has the ability to update demographic data at least once a month, which in turn helps television advertisers mitigate exposure to alcohol advertisements by people under 21—thanks in large part to the broader deployment of electronic people meters in that industry.

The FTC highlighted its concerns regarding frequency of ratings reports in the following paragraph:

First, audience composition can change unexpectedly due to programming modifications or competitive factors. In the case of television, national audience demographic data are updated at least monthly and companies can adjust their purchases frequently...advertisements placed on radio and in magazines may run for many months before a company learns of the need to modify a placement.

Helping the industry advertise responsibly

Arbitron has a long history of improving the ratings tools that stations and agencies use to help ensure appropriate selection of stations for advertisers of legal-age products.

Table with 3 columns: Date, Arbitron Service, and Detail. It lists various services introduced over time, such as MaximiSer in Fall 1993 and PPM Analysis Tool in January 2007.

About Arbitron

Arbitron Inc. is a media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers and analyzing this information data.