



DIARY SECURITY DOS & DON'TS

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

SURVEY PARTICIPATION

- Employees of radio and television stations, and members of their households, are not eligible to participate in Nielsen surveys. If a station employee discovers that a household member has participated—or has agreed to participate—the station should notify us immediately.

CONTACT WITH DIARYKEEPERS

- If a diarykeeper contacts a station seeking information, the station should encourage the diarykeeper to call Nielsen directly. The toll-free phone number is listed in each diary (In the inside front cover). The station should not ask the diarykeeper for his or her name, phone number, or other identifying information.
- If a diarykeeper contacts a station, offering to overreport or underreport listening (or to provide information about the diary), the station may attempt to identify the diarykeeper and should then contact us immediately.
- If a panelist (in the course of any conversation) provides his or her name, address, or other identifying information to a station—or should station personnel become aware of the identity of any individual participating as a PPM panelist—the station should notify us immediately.

SOCIAL MEDIA

- Station personnel should refrain from corresponding with individuals identifying themselves as diarykeepers. If a self-identified diarykeeper attempts to correspond with station personnel via social media, the station should notify us immediately.

ON-AIR COMMENTS

- If a caller to an on-air program is identified as a diarykeeper, or asks questions about Nielsen or audience measurement, the host should refrain from discussing those topics. (Callers who mention Nielsen, seeking further information, may be requested to contact Nielsen directly.)

NIELSEN'S RESPONSE

- Participation in a diarykeeper by an employee of a radio station may be treated as Rating Distortion by that station.
- Should a station attempt to contact or influence diarykeepers, Nielsen will take whatever measures are necessary in our opinion to protect the integrity of our audience estimates.

FOR MORE INFORMATION, CONTACT:

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