

Arbitron...

Continued from Page 8

Most radio people will tell you that Arbitron is far from the Word of Marconi on what a station is doing right or wrong. Stations that don't show up well in the ratings are really quick to tell you that.

Yet, as ratings go, it's still THE BIG ONE. And stations in Lincoln don't take the months of April, May and June lightly.

The Book, as it's called in radio-ese, is used by advertising agencies to reinforce what the agencies already know about the stations, according to Dave Polson, an ad agency owner who was previously in both radio programming and sales. Polson said the book, although not perfect, can influence decisions on which stations the agencies will buy advertising time for their clients.

Arbitron has been criticized for two major reasons. It is expensive for stations to buy the results and the nature of the survey makes the results questionable. Since most participants don't carry the diaries around all the time, they must rely on memory when they write down what they listened to in a given day or week.

"They sit down and try to think back, 'Gee, what did I listen to,'" Polson said.

The problem is, he said, a lot of people don't know what they are listening

to. Polson said he knows people who listen to KLIN, for example, and call it KOLN. Or when asked, say they listen to the "one that plays all the music." But they don't know the call letters or if it's at 102 or 104 on the dial. Some listeners don't even know if the station they listen to is AM or FM. And these are otherwise intelligent people. No wonder program directors get nervous at ratings time.

But as subjective as the Arbitron is, Polson said radio would be "terrible" without it. Stations and agencies, as well as independent clients, still rely on the information to help them place ads and reinforce who is listening to what and how many. Its possible however, that Arbitron could stop surveying the Lincoln market. The survey is expensive and if enough stations don't buy it, Arbitron could leave Lincoln.

Some stations have tried other survey companies. Last year, a few area stations paid to have Birch ratings done in town. Other stations do their own research. The trouble with in-house surveys, Polson said, is that stations tend to show clients only the parts that make them look good.

Probably the best thing about Arbitron is the benefits for listeners. For at least three months out of a year, the listener becomes as important as the advertiser.

Design expert awaits UNL grant winner

Assistant Professor Thomas C. Umfrid, designer and instructor of scenic design at UNL, has been awarded an internship grant by the National Institute for Music Theatre for the 1984-85 year.

The award will commence Aug. 15. It provides a cash grant to cover living expenses and travel for 12 months of work and study in New York City and John Conklin, an eminent American stage designer.

Umfrid will assist Conklin in the studio and as a traveling assistant. Conklin designs extensively outside of New York City.

Through the internship program, Umfrid will meet key personnel in regional opera houses. At the same time, Conklin will tutor Umfrid's own studio projects and allow Umfrid to participate in designer/directors' conferences and research sessions.



E-WEEK PRESENTS The 1984 ROAD RALLYE April 3, 1984. Includes details about entry forms and sponsors like Kraft Campus Service Center.

BEST PRICE IN TOWN... AT LINCOLN PLASMA! EARN EXTRA MONEY WHILE YOU STUDY. \$10.00 per DONATION. \$18.00 EVERY 8th VISIT FOR REGULAR DONORS.

SOUND SEMINAR presented by dietze and FEAVEY music house, inc. The seminar will be an in-depth learning experience for the working musician and sound person. DATE: SUNDAY, MARCH 25 TIME: 2:00 PM PLACE: HILTON - NEBRASKA BALLROOM

9th ANNIVERSARY SALE Birkenstock For You \$9 off regular price Sat. March 24th & Mon. March 26th Added discounts on selected styles & sizes. Footloose & Fancy 1219 "P" St. 476-6119

ASUN Criminal Justice Run-off Elections March 21, 1984. Includes names of candidates: Kelly J. Kuchta, Thomas P. Murphy, Tim Brogran. VOTE Wednesday, March 21 9:00 am to 5:00 pm 115 Nebraska Union.

THINK ABOUT THIS! You've dated for awhile now. You really like her. In fact you love her. You've even been thinking about taking the BIG step. Now is the time. All of Brodkey's Artcraft Diamond Bridal Sets marked with green dots are 40% OFF.