

Hi Patrice:

As I mentioned on the phone, Arbitron doesn't publish numbers for non-commercial stations (there's no money in it for them). They cater to commercial subscribers who need the book to sell time. They will create a special report for us, but it costs a bucket of cash, which we don't have - plus, we don't use the Arbitron numbers when marketing our donor spots.

Although job one for us is to provide an effective broadcast lab environment for our students, a logical by-product is the generation of listening audience. Here's what I can tell you about that: Our Arbitron format classification is Contemporary Hit Radio - Pop. The primary target demo is 18 - 34.

Arbitron does provide us with a report indicating counties/regions in which in-tab (useable) diary responses have been recorded, although no direct numbers are attached to this report. We always see diary mentions in their "Alameda County West" region as well as "Santa Clara County North". Our signal reaches the counties of Alameda, Santa Clara, San Mateo and, to a small extent, San Francisco. We have even seen in-tabs from Santa Cruz County - we have a few hot spots up on the summit.

At our authorized power, we're certainly not blanketing the Bay Area, but anecdotal information (phone calls, e-mails, contest winners, and public affairs surveys) indicates some surprisingly good listenership outside our local coverage area. In addition to contest winners from Fremont, Newark and Union City, we have in our database multiple participants from Sunnyvale, Mountain View, Palo Alto, Hayward, Milpitas, San Jose and Cupertino.

FYI: Our South Bay coverage was eroded a bit last year when the FCC authorized changes in coverage for KMTG, now at Pioneer High School in southern Santa Clara County. Their station also operates at 89.3 MHz.

Sorry I can't provide hard numbers, but hopefully this info will help.

--Bob Dochterman