

ARBITRON INC  
Form 8-K  
March 04, 2002

**SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 4, 2002

**ARBITRON INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

1-01969  
(Commission File Number)

52-0278528  
(IRS Employer  
Identification Number)

142 West 57th Street,  
New York, New York  
(Address of principal executive offices)

10019-3300  
(Zip Code)

Registrant's telephone number, including area code: **(212) 887-1300**

**Not applicable**

(Former name or former address, if changed since last report)

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**Item 7. Financial Statements and Exhibits.**

- (a) Financial Statements of Businesses Acquired

Not applicable

- (b) *Pro Forma* Financial Information

Not applicable

- (c) Exhibits

Attached as an exhibit to this form is the following document:

<u>Exhibit No.</u>	<u>Document</u>
99.1	Presentation of Arbitron Inc., dated on or about March 5, 2002.

**Item 9. Regulation FD Disclosure.**

Filed herewith as Exhibit 99.1 are slide show presentation materials of Arbitron Inc. dated on or about March 5, 2002.

The information in this Current Report on Form 8-K, including the exhibit, is furnished pursuant to Item 9 and shall not be deemed to be filed for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section or of section 11 of the Securities Act of 1933 and shall not be deemed incorporated by reference into any registration statement filed under the Securities Act of 1933. By including any information in this Current Report on Form 8-K, Arbitron does not acknowledge that disclosure of such information is required by Regulation FD or that the information is material or was non-public before the disclosure.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ARBITRON INC.

Date: March 4, 2002

By: /s/ Dolores L. Cody

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Dolores L. Cody  
Executive Vice President,  
Legal and Business Affairs,  
Chief Legal Officer and Secretary

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**EXHIBIT INDEX**

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