

ARBITRON INC  
Form 8-K  
March 04, 2003

**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, 2003**

**Arbitron Inc.**

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(Exact name of registrant as specified in its charter)

Delaware

1-01969

52-0278528

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(State or other  
jurisdiction of  
incorporation)

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(Commission File Number  
Identification No.)

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(IRS Employer)

142 West 57th Street, New York, New York

10019-3300

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(Address of principal executive offices)

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(Zip Code)

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

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

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**Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.**

(c) Exhibits.

99.1 Presentation of Arbitron Inc. dated March 4, 2003

**Item 9. Regulation FD Disclosure.**

On March 4, 2003, the attached presentation was given at the Bear Stearns 16th Annual Media, Entertainment and Information Conference. A copy of the presentation is attached hereto as Exhibit 99.1, and is incorporated herein by reference.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this Report to be signed on its behalf by the undersigned thereunto duly authorized.

ARBITRON INC.

Date: March 4, 2003

By: /s/ Dolores L. Cody

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

EXHIBIT INDEX

<b>Exhibit No.</b>	<b>Description</b>
99.1	Presentation of Arbitron Inc. dated March 4, 2003