Main Data

ID	key variable
Page	the page of the pdf on which this record is based
Record Company	the record company from whose pdf settlement this is taken
Record Label	the record company subsidiary mentioned in the file
Artist	artist mentioned in the pdf
Song	song mentioned in the pdf (or imputed based on song and date)
Song Observed	Flag indicating that the song was directly observed (rather than imputed)
Peak Date	Date that "Song" peaked in the charts
Peak Format	Chart (eg "Country" or "Alternative") in which "Song" peaked
Radio Station	Radio stations mentioned in pdf
Control1-4	+/- 2 places on the chart and date of "Song"
Date	Date on pdf
Nominal1-3	Items purchased for station
Cash	Cash value of bribe (if listed)
Give Away	Bribe was used as a contest giveaway (ie, the tenth caller to KWKW gets an ipod)
Goal	"Artist" is requested to play a concert for the station
Non-effective	Failed to encourage airplay
Major campaign	Subjectively feels like bribe is part of a major payola campaign
Promotion	How is the money spent

Station Form

Station	Station mentioned in pdf
Dud	Station refused bribe or is not playing "Song"
Notes	