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May 22, 2008

VIA ELECTRONIC-DELIVERY

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Room
Washington, DC 20554

Re: In the Matter of the Commission's Broadcast and Cable Equal Employment Opportunity Rules and Policies, MM Docket No. 98-204, FCC Public Notice entitled "Media Bureau Seeks Comment on Possible Changes to FCC Forms 395-A and 395-B," released April 11, 2008 (DA 08-752)

Dear Ms. Dortch:

BIA Financial Network ("BIAfn") is submitting this letter in connection with the above-referenced Notice.

We are aware of the position taken by many state broadcaster associations concerning the potential collection of employment data of radio and television stations. If the Commission intends to monitor employment trends at these broadcast stations, BIAfn would be very interested in serving as the responsible entity which collects, collates and published the results of that data collection. As we mentioned in an August 4, 2003 letter concerning this same subject, while the identity of all respondents will be made public to the FCC, the data collected will not be made publicly available on a station-by-station basis.

We strongly believe that BIAfn is extremely qualified to collect these data and issue the corresponding reports. BIAfn has for over twenty years published widely-used reports on the radio and television industries, and has developed a reputation for accurate and reliable reporting. BIAfn is used by the Commission as a reliable source for determining what radio stations are in what particular Arbitron Metros. Finally, Dataworld, a division of BIAfn has for several years been assisting the Commission in its annual regulatory fee notification program.

Please feel free to call us if you have any questions. We are interested in discussing this matter with you or any other interested party.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark R. Fratrick".

Mark R. Fratrick, Ph. D.
Vice President
BIA Financial Network