

Minority Media & Telecommunications Council

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October 6, 2008

Marlene Dortch, Esq., Secretary
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554

Dear Ms. Dortch:

RE: Notice of *Ex Parte* Communication:

- MB Docket No. 08-187 (Portable People Meter)
- MB Docket Nos. 07-294 (Diversification of Broadcast Ownership)

This reports on a meeting held by a delegation from the Board of Directors of the League of United Latin American Citizens (“LULAC”) on October 2, 2008 with Chairman Kevin Martin, his Chief of Staff Dan Gonzalez, and Monica Desai, Chief of the Media Bureau. Participating LULAC Directors were Eduardo Peña, Irmgard Pagan, Elvia Hernandez, and Vera Marquez. David Perez of the LULAC national staff was in attendance, and I participated as counsel for LULAC.

LULAC expressed its support for the initiation of a Section 403 investigation of PPM methodology. LULAC is concerned that methodological deficiencies of PPM would place Spanish language broadcasters at a considerable competitive disadvantage, thereby causing deep reductions in radio service to Hispanic Americans. Earlier in the day, Senator Robert Menendez and Senator Ken Salazar wrote to Arbitron CEO Steven Morris expressing the same concerns, and LULAC provided this letter to Chairman Martin. A copy of the letter is attached.

The Diversity Third Further NPRM includes a proposal for must-carry for Class A LPTV stations, and LULAC understands that this proposal may also be issued for comment in its own docket. LULAC enthusiastically supports the proposal because the backbone of a cable audience makes it possible for Spanish language Class A stations to provide a high level of local service.

Respectfully submitted,

David Honig

David Honig
Executive Director

Attachment