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November 21, 2008

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FILED ELECTRONICALLY VIA ECFS

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: *Ex Parte* Presentation in MB Docket No. 08-187, In the Matter of the PPM Coalition's Emergency Petition Requesting an Inquiry Under Section 403 of the Communications Act of 1934, as Amended.

Dear Ms. Dortch:

On Thursday, November 20, 2008, Lawrence R. Sidman and John Griffith Johnson, Jr. of Paul, Hastings, Janofsky & Walker LLP, counsel to Arbitron Inc.; Stephen B. Morris, President, Chairman and Chief Executive Officer, Tim Smith, Executive Vice President and Chief Legal Officer, Legal & Business Affairs, Bob Patchen, Senior Vice President and Chief Research Officer, and Michelle Levister, Senior Attorney, of Arbitron Inc. met with Commissioners Jonathan Adelstein and Robert McDowell, Rudy Brioché, Legal Advisor for Media Issues to Commissioner Adelstein, Michelle Carey, Senior Legal Advisor, Media Issues to Chairman Martin, and Rosemary Harold, Legal Advisor, Media to Commissioner McDowell, to urge the Commission to dismiss the PPM Coalition's Emergency Petition for Section 403 Inquiry under the Communications Act of 1934, as amended. Arbitron elaborated upon the factual reasons why the Commission should not grant the Petition, relying upon documents, appended to this notice as Attachment 1, distributed at these meetings. Arbitron also urged that the MRC process is the best way to effectuate continuing enhancements to the PPM methodology, particularly since the FCC lacks jurisdiction in this matter.

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In accordance with Section 1.1206 of the Commission's Rules, 47 C.F.R. § 1.1206, one copy of this letter is being filed electronically. Please direct any questions concerning this matter to the undersigned.

Very truly yours,



Lawrence R. Sidman
of PAUL, HASTINGS, JANOFSKY & WALKER LLP

Counsel to Arbitron Inc.

Attachment

cc: Commissioner Jonathan Adelstein
Commissioner Robert McDowell
Rudy Brioche, Legal Advisor to Commissioner Adelstein
Michelle Carey, Senior Legal Advisor to Chairman Martin
Rosemary Harold, Legal Advisor to Commissioner McDowell