



08-187  
DOCKET FILE COPY DUPLICATE  
DOCKET FILE COPY ORIGINAL  
Federal Communications Commission  
Washington, D.C. 20554

July 17, 2008

Steve B. Morris  
President and Chief Executive Officer  
Arbitron, Inc.  
142 W. 57<sup>th</sup> Street  
New York, New York 10019

Dear Mr. Morris:

The Federal Communications Commission has been apprised of concerns raised by a number of groups and entities about the impending commercialization of Arbitron's Portable People Meter ("PPM"). These groups and entities include a number of radio broadcasters, groups such as the National Association of Black Owned Broadcasters, a newly formed coalition of Hispanic radio broadcasters called the Spanish Radio Association, and the Commission's Federal Advisory Committee on Communications in a Digital Age ("Diversity Committee"). The Diversity Committee makes recommendations to the Commission regarding policies and practices that will further enhance the ability of minorities and women to participate in telecommunications and related industries. Radio broadcasters have expressed concern that Arbitron has not resolved sampling problems that led to a delay of commercialization of the PPMs in November, 2007. They allege that PPMs do not accurately count radio audiences in general and minority audiences, especially young black and Hispanic listeners, in particular. They have expressed concern that such undercounting could particularly affect the ratings of local, urban formatted radio stations, and, because audience shares affect advertising revenues, could negatively affect the ability of these stations to compete in the marketplace and continue to offer local service to minority audiences. They also express concerns regarding the lack of accreditation of PPMs by the Media Rating Council.

I would appreciate it if you would please provide the Commission with information responding to these various concerns. It would be helpful if you would include in your response an identification of any special testing that Arbitron has conducted to address these concerns, as well as any other measures Arbitron anticipates that it will take to ensure the accuracy of devices and tools intended to measure radio audiences.

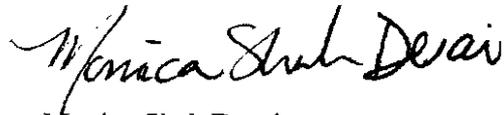
Please provide a report on this matter to the Commission as soon as possible, but not later than 30 days from the date of this letter. Your response should be addressed to my attention at the following address:

Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

Please also send a copy of the report to Mania K. Baghdadi at the same address and electronically at [Mania.Baghdadi@fcc.gov](mailto:Mania.Baghdadi@fcc.gov).

I appreciate your attention to this matter.

Sincerely,

A handwritten signature in black ink that reads "Monica Shah Desai". The signature is written in a cursive style with a large initial 'M'.

Monica Shah Desai  
Chief  
Media Bureau