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October 6, 2009

By Electronic Filing

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

RE: Ex Parte Presentation of the PPM Coalition  
in MB Docket No. 08-187

Dear Ms. Dortch:

On October 5, 2009, representing the PPM Coalition, Charles M. Warfield, Jr., President and COO of ICBC Broadcast Holdings, Inc.; James L. Winston, Executive Director of the National Association of Black Owned Broadcasters; Frank Flores of Spanish Broadcasting System, Inc., Mace Rosenstein of Covington, and Antoinette Cook Bush and the undersigned, of this Firm, met with Media Bureau Chief Bill Lake, and Mania Baghdadi, Belinda Nixon, and Julie Salovaara of the Bureau's Industry Analysis Division.

We reviewed the background of Arbitron's Portable People Meter ("PPM") and emphasized that the PPM Coalition does not oppose electronic audience measurement, as exemplified by the PPM device, but that Arbitron's implementation methodology is defective. The PPM Coalition only asks that Arbitron obtain accreditation by Media Rating Council, Inc. ("MRC") in each radio market prior to making its PPM ratings "currency."

We extolled the work being done by Congressman Towns and the House Committee on Oversight and Government Reform in its investigation into Arbitron's failure to secure MRC accreditation and requested that the Commission

follow its Notice of Inquiry in this proceeding with its own investigation pursuant to Section 403 of the Communications Act. We discussed the settlement agreements reached with Arbitron in the states of New York, New Jersey, and Maryland and noted that one of the key aspects of the settlements is that Arbitron receive MRC accreditation, which to date Arbitron has not accomplished. We provided the attached materials to further illustrate the position of the PPM Coalition.

Sincerely,

A handwritten signature in black ink, appearing to read "D. H. Pawlik". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David H. Pawlik  
Counsel to the PPM Coalition

attachment

cc: Bill Lake  
Mania Baghdadi  
Belinda Nixon  
Julie Salovaara