

January 12, 2011

Ex Parte

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

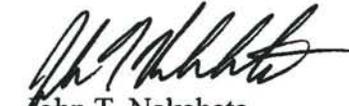
*Re: Impact of Arbitron Audience Rating Measurements on Radio Broadcasters, MB
Docket No. 08-187*

Dear Ms. Dortch:

On behalf of Arbitron, Inc., in response to staff's request, we are providing a copy of the Arbitron Action Plan, adopted April 13, 2010, regarding the Personal People Meter. Portions of the attachment, including all of its appendices, contain confidential business information and have been redacted in order to make the document available for public viewing.

A copy of this letter is being filed in the above-referenced docket.

Sincerely,


John T. Nakahata
Counsel to Arbitron Inc.

cc: Marcia Glauberman

Attachment