



# PUBLIC NOTICE

**Federal Communications Commission**  
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**Washington, D.C. 20554**

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**DA 09-1231**

**Released: June 2, 2009**

**MEDIA BUREAU ANNOUNCES DEADLINES  
FOR FILING COMMENTS AND REPLY COMMENTS FOR NOTICE OF INQUIRY  
REGARDING ARBITRON'S USE OF PORTABLE PEOPLE METERS**

**MB Docket No. 08-187; FCC 09-43**

**Comment Date: July 1, 2009**

**Reply Comment Date: July 31, 2009**

On May 15, 2009, the Commission adopted a Notice of Inquiry ("NOI") seeking comment on Arbitron's use of portable people meters ("PPMs") as a radio audience measurement device. The Commission's inquiry responds to concerns that the current PPM methodology may undercount and misrepresent the number and loyalty of minority radio listeners, thereby potentially having an adverse impact on radio stations that target programming to minority audiences. The NOI set deadlines for filing comments and reply comments at 30 and 60 days, respectively, after publication of a summary of the NOI in the Federal Register.

On June 1, 2009, a summary of the NOI was published in the Federal Register.<sup>1</sup> Accordingly, comments must be filed on or before July 1, 2009, and reply comments must be filed on or before July 31, 2009. Commenters should follow the filing instructions in the NOI beginning at paragraph 29. The NOI is available at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-09-43A1.doc](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-09-43A1.doc).

For additional information, contact Julie Salovaara of the Media Bureau, Industry Analysis Division, at (202) 418-0783 or at [Julie.Salovaara@fcc.gov](mailto:Julie.Salovaara@fcc.gov), or Mania Baghdadi of the Media Bureau, Industry Analysis Division, at (202) 418-7200 or at [Mania.Baghdadi@fcc.gov](mailto:Mania.Baghdadi@fcc.gov). Press inquiries should be directed to David Fiske, (202) 418-0513. TTY: (202) 418-7172 or (888) 835-5322.

By the Chief, Media Bureau.

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<sup>1</sup> 74 Fed. Reg. 26,235 (2009).