



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

OFFICE OF
THE CHAIRMAN

March 17, 2010

The Honorable Pedro R. Pierluisi
U.S. House of Representatives
1218 Longworth House Office Building
Washington, D.C. 20515

Dear Congressman Pierluisi:

Thank you for your letter regarding how the Commission defines local radio markets for purposes of determining compliance with the Commission's broadcast ownership regulations. I understand your concerns about the impact that the Arbitron market definitions may have on the number of radio stations that may be owned by a single entity in Puerto Rico. I expect that the Commission will examine different types or definitions of market area as it commences its 2010 Quadrennial Review of media ownership.

In 2007, the Commission's Media Bureau granted a request for waiver filed by Arso Radio Corporation to use a modified contour-overlap methodology, rather than Arbitron Metros, to determine compliance with the numerical local radio ownership limits in Puerto Rico. The waiver is conditioned on the resolution of Arso's pending *Petition for Reconsideration* of the Commission's *2002 Biennial Review Order* concerning the use of Arbitron Metros in Puerto Rico – a matter that remains pending before the Commission. Additionally, the Media Bureau is considering an application to assign the license of WIAC-FM, San Juan, Puerto Rico, which includes a request for waiver of the local radio ownership rule pertaining to use of Arbitron Metros in Puerto Rico. Should the waiver be granted, the proposed WIAC transaction will be evaluated pursuant to the Commission's modified contour-overlap methodology.

The Commission recently commenced the statutorily mandated 2010 Quadrennial Review of its media ownership rules with a series of workshops to receive public input on the scope and methodology of the ownership proceeding. The Commission intends to conduct additional workshops on a broad range of issues relevant to the ownership and operation of broadcast stations in today's media marketplace. We will issue a Notice soon to solicit formal comments on the rules to be reviewed in this proceeding, including rules governing different types or definitions of market area, and we will include your letter in the record.

I look forward to working with you and other Members of Congress as the Commission reviews its broadcast media ownership rules and policies. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

Julius Genachowski