

To: Jack Crystal
E-Mail: jack.crystal@arbitron.com
From: John Kennedy
Date: August 08, 2003

Subject: FCC File #: 0293-EX-ST-2003

Message:

Dear Mr. Jack Crystal:

Are the "panel members" mentioned in the description of this experiment the general public, customers or employees of Arbitron?

If the "panel members" are the general public or customers, will a market study test be performed under this STA?

Also, if a market study test will be performed, what contractual or financial arrangement will there be between Arbitron and the general public or customers?

The items indicated above must be submitted before processing can continue on the above referenced application. Failure to provide the requested information within 30 days of August 08, 2003 may result in application dismissal pursuant to Section 5.67 and forfeiture of the filing fee pursuant to Section 1.1108.

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Responses to this correspondence must contain the Reference number : 2666