

ARBITRON AND PUBLIC RADIO: SEPTEMBER 2007 UPDATE

We want to update you on public radio's discussions with Arbitron regarding an agreement for audience data in 2008 and beyond.

The most recent round of meetings and discussions has been very encouraging. The Radio Research Consortium and Arbitron have the outline of an agreement that includes both PPM and diary-based markets. Contract details are still to be completed, so discussion of the agreement is premature.

The Bargaining Team has remained focused on a comprehensive agreement for all of public radio, a continuing central role for the Radio Research Consortium, access to data that supports public radio's customized station and national analyses, and a financial arrangement that makes possible the widest possible use of audience data throughout public radio in the context of substantially increased costs for data and services.

The Bargaining Team will continue to provide regular updates to the public radio system. As our work continues we very much appreciate stations' continuing support and patience – especially those now working without current audience data and those facing imminent conversion to PPM.

Bargaining Team participants include Vincent Gardino, WNYC, (Spokesperson), Joanne Church, RRC, Corey Lewis, WBUR, Dave Edwards, WUWM, Jennifer Ferro, KCRW, Debra Fraser, KUHF, Roger Lamay, WXPB, Tim Roesler, MPR|APM, Kimberly Sparrow, KQED, Scott Williams, KJZZ/KBAQ, Greg Schnirring and Jeff Luchsinger, CPB, and Terry Clifford and Tom Thomas, SRG.