

July 20, 2005

The Honorable Conrad Burns
United States Senate
187 Dirksen Senate Office Building
Washington, DC 20510

Dear Senator Burns:

NAB has a long history of advocating for the highest standards in audience research and is extremely supportive of a strong Media Rating Council. As you know, NAB was closely involved in the MRC's formation in the 1960s, and has remained an active supporter of the MRC's mission and its work to this day.

The MRC's role as an impartial cross-industry body that audits and accredits media research products serves a critical function in ensuring that the best possible research is available to our industry. This is especially true with "currency" research, which serves as the basis for determining a medium's worth for buyers and sellers alike. We believe such products should be fully audited and the methods by which their data is determined should be made sufficiently transparent prior to their use in the marketplace.

A strong, effective MRC is good for all: the media industry, which relies on the MRC process to gauge the quality and consistency of the research on which media advertising is bought and sold; the research companies themselves, who are most likely to aggressively pursue quality improvements—particularly in the absence of a fully competitive marketplace—under the oversight of a strong MRC; and, ultimately, the American public, which benefits greatly in an environment where business and creative decisions are based on the most accurate and reliable information possible.

As you would imagine, nearly every NAB member station is affected by audience measurement and many of our member companies are therefore very focused upon the impact of potential changes to measurement methods. In that vein, we share your goal of ensuring MRC's continued robust involvement in maintaining a fair and reliable media measurement system. As a matter of principle, NAB generally prefers voluntary inter-industry cooperation to additional government involvement as a solution to these issues. However, in the absence of voluntary resolution, we wish to voice our support for S. 1372. While further modification of the bill may be necessary, we stand ready to

work with you and your staff to ensure a transparent, effective and fair media ratings accreditation process.

Thank you again for taking a leadership role on this issue. Should you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kevin Smith". The signature is written in dark ink and is positioned below the word "Sincerely,".