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Chairman Towns' Statement on Agreement Between Arbitron and the Personal People Meter Coalition

Washington, DC – U.S. Representative Edolphus “Ed” Towns (D-NY), Chairman of the House Committee on Oversight and Government Reform, today issued the following statement on the agreement reached between Arbitron and the Personal People Meter Coalition (PPMC) over use of the Personal People Meter.

“I am pleased to announce that Arbitron and the PPMC reached an agreement this week to address methodological and other problems associated with the Personal People Meter. They have worked collaboratively to establish a plan of action that includes viable solutions and a realistic timetable for addressing the issues associated with use of the Personal People Meter.”

“I also want to applaud the Media Ratings Council for their able stewardship in helping to improve the Personal People Meter methodology. The Media Ratings Council is a creation of Congress and they have lived up to their congressional mandate through this entire process.

“Undercounting minorities has plagued urban radio stations since Arbitron began using the PPM in 2007, threatening to dismantle diversity on the airwaves and the financial viability of minority targeted radio stations whose advertising revenues depend on the size of their rated audience.

Now, with this agreement, I believe that minority listeners will be counted and minority owned radio stations will work more closely with Arbitron in a collaborative effort to ensure the accuracy of ratings. My Committee will closely monitor progress on implementing this agreement.”

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