

Exhibit B

ARBITRON The Arbitron Building
Laurel, Maryland 20810
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Paul Rule
Manager
Marketing Research Services

May 27, 1981

Dr. Nancy Signorielli
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear Nancy:

Following-up our telephone conversations, here is a confirmation of our quotes for sampling/interviewing for the National Council of Churches project. We guarantee these prices through October 31, 1981, and agree to perform the work as outlined here at your order, barring circumstances beyond our control.

Costs

Prices include design and printing of the questionnaire; selection of sufficient numbers of Arbitron TV diarykeepers to allow completion of 1,500 telephone interviews with adult viewers of religious programs and 1,500 telephone interviews with adults who are not defined as viewers of religious programs, and editing, coding, keypunching and preparation of a data tape containing records of completed questionnaire interviews.

At least 10 different markets would be selected as interviewing sites. Each of the two subsamples would be selected to contain a broad array of viewers in terms of heaviness of television viewing. Within the sample of viewers of religious programs, the sample would be selected to provide a broad range of viewing levels for religious programming, as well.

Prices are given at two levels -- for an interview averaging 15 minutes in length and for an interview averaging 30 minutes in length.

	<u>15-Minute Interview</u>	<u>30-Minute Interview</u>
Questionnaire preparation	\$ 2,075.	\$ 3,400.
Sample selection	5,400.	5,400.
Interviewing	16,300.	28,150.
Editing/tape preparation	3,225.	6,050.
Total	\$27,000.	\$43,000.

Dr. Signorielli

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Timing

The project should require approximately 13 weeks from questionnaire approval to delivery of the data tape.

Please let me know if you need more information. This sounds like a most interesting project. We are looking forward to working with you.

Best regards,

THE ARBITRON COMPANY



Paul Rule

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cc: Mr. Richard Lamb, Arbitron, New York