



September 10, 2009

Steve Jobs
Chief Executive Officer
Apple, Inc.
One Infinite Loop
Cupertino, CA 95014

Dear Mr. Jobs,

On behalf of the National Association of Broadcasters, we were pleased to learn that Apple will be adding broadcast radio capability to its iPod nano. NAB has long supported the addition of broadcast reception capability in handheld devices like the iPod, and yesterday's announcement validates an industrywide campaign promoting such inclusion.

Free, local radio already reaches 235 million listeners each week, an unparalleled audience that can only be enhanced by its inclusion in one of the world's preeminent entertainment devices. While yesterday's announcement will certainly benefit radio broadcasters, it will also give radio listeners and iPod users the seamless ability to discover music on free and local stations and to purchase songs they enjoy through Apple's iTunes. The reciprocal benefits are far-reaching and extend beyond our respective businesses, benefiting American consumers, musicians and record labels as well.

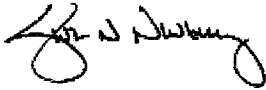
Apple's announcement represents a major step for radio broadcasters in our quest to have radio content available on every mobile handheld technology on the market. We applaud you for your leadership and vision, and would welcome the inclusion of broadcast radio capabilities on current and future Apple technologies as well.

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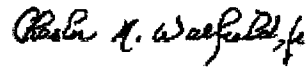
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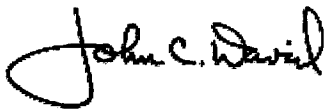
Regards,



Steve Newberry
President and CEO
Commonwealth Broadcasting Co.
Glasgow, KY
Chairman, Joint Board of Directors
National Association of Broadcasters
Washington, D.C.



Charles Warfield
President and CEO
ICBC Broadcast Holdings
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National Association of Broadcasters
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John David
Executive Vice President, Radio
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Acting President and CEO
Chief Operating and Financial Officer
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