



August 3, 2005

Preston Padden
Executive Vice President/Worldwide Government Relations
The Walt Disney Company
1150 17th Street, NW
Suite 400
Washington, DC 20036

Dear Preston,

We welcome your interest in returning to membership in the NAB. The Disney/ABC television and radio stations, with their excellent local news and public service efforts, are great examples of the kinds of stations contemplated by the Communications Act. Having the ABC television and Radio networks back in membership provides added input and weight to the important network element of the NAB.

NAB has much to offer its members. Our focused representation of the broadcast industry as a whole works to the benefit of all our members. NAB's effectiveness as an industry representative increases whenever our membership grows. Thus, we believe it would be good for NAB, for the industry, and for Disney/ABC to have you back in the association, applying your skills, wisdom and resources to the issues from inside.

Let us address one issue that we know is of concern to you. We all recognize that, from time to time, the interests of the industry as a whole may not coincide with the interests of a particular member. Unlike its early days, today's NAB members frequently own not just radio stations or television stations or broadcast networks but also own other parts of the news, programming, entertainment, and advertising distribution chain. The relationships among the various parts of different members' businesses are more complicated, and the lines between policy and business issues are not as bright as they once may have seemed. Therefore, it is not surprising that members may disagree about the best course of action on important topics, nor is it surprising that the Association occasionally takes positions that are at odds with the sincere interests of some of its members.

That said, it has been and remains the policy of the NAB to do our best to talk about such issues at the Executive Committee level, and, when possible, at the Board level. Toward this goal, since the time Disney/ABC left membership, we have increased the number of Board meetings. In addition, the Executive Committee and Board talk frequently by phone to provide more opportunities for discussion. We have also adopted new dispute resolution mechanisms. Thus, while we cannot promise you or any other member that you will see eye to eye with NAB 100% of the time, we now have systems and procedures in place to give you and all other members the opportunity to be heard. Your being at the NAB table representing both your and the industry's best interests is more important today than ever before.

We look forward to discussing this with you further.

Sincerely,



Eddie Fritts
President & CEO
National Association of Broadcasters



Bruce Reese
Chairman, Joint Board of Directors
National Association of Broadcasters