

March 3, 2021

The Honorable Hakeem Jeffries  
Chairman, House Democratic Caucus  
2433 Rayburn House Office Building  
Washington, DC 20515

Dear Chairman Jeffries:

I wanted to once again personally reach out to you and express my gratitude for your steadfast leadership in these difficult and troubling times. Since we spoke last year, our country has begun to recognize the need to make fundamental change on issues from policing to broader race relations.

Unfortunately, our present public discourse has roots in tragedy. The killing of George Floyd, Breonna Taylor, and countless others should not have been the price to pay for our society to finally stand up and demand change. Nevertheless, we must seize this moment and allow leaders like you to guide us forward and produce solutions that will elevate our society.

As CEO of Nielsen, I want to lend my and the company's support for your efforts. The time for rhetoric and talk has passed. What is required now is action. It is my sincere hope that Congress passes the George Floyd Justice in Policing Act of 2021. Nielsen joins you in affirming the importance of acting now because the status quo needs to change for our employees, our customers, and the communities we serve and in which we live.

At Nielsen, we are trying to do our part to help communities in which our employees live and work – most notably in the New York City area. We are partnering with the Ad Council with both monetary and in-kind donations to communicate messages of social and racial justice. As you know, the Ad Council has spent years developing Public Service Announcements that seek to debunk stereotypes and eradicate hate. Separately, the Nielsen Foundation pledged \$1 Million to Local Initiatives Support Corporation to help support black-owned businesses, and we are working to maintain a diverse and inclusive supplier base. Through Nielsen's and the Foundation's work with these organizations, as well as our internal discussions and townhalls with our employees, we know that when tragedy deeply affects one community in our nation, it affects us all.

As a company, we will not be silent and will instead speak out on these issues. We are encouraged by the initial legislative efforts from Congress and the desire of lawmakers from both sides of the aisle to produce real change to policing practices so that the circumstances surrounding these deaths do not repeat themselves again and again.

As one of the world's leading data companies, we are particularly impressed with proposals to improve transparency and produce more accurate policing data through comprehensive databases. We also applaud your leadership as the longtime author of legislation to end the practice of chokeholds. We will continue to back local, state, and federal legislation aimed at police reform. And most importantly, we will stand behind comprehensive legislation aimed at improving racial and social justice and human rights.

I wish you success and look forward to talking again in the near future. Please let me know how Nielsen can help you and your like-minded legislative colleagues.

Respectfully,

David Kenny  
CEO, Nielsen