

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
Advertising Council Request for) DA 01-1169
Declaratory Ruling or Waiver)
Concerning Sponsorship Identification Rules)

ORDER

Adopted: May 25, 2001

Released: May 25, 2001

Comment Date: June 12, 2001

Reply Comment Date: June 22, 2001

By the Chief, Mass Media Bureau:

1. On May 8, 2001, the Mass Media Bureau released a Public Notice, DA 01-1169, requesting comment on the Advertising Council, Inc.'s ("Ad Council") "Request for an Expedited Declaratory Ruling or Waiver of Section 317 of the Communications Act" filed with the Commission on March 27, 2001. Comment and Reply Comment deadlines were established for May 29, 2001, and June 8, 2001, respectively.

2. On May 24, 2001, the Media Access Project ("MAP") filed a letter requesting an extension of comment deadlines. Therein, MAP requested that we extend the due date for the submission of comments in response to the Ad Council's filing to June 12, 2001. In support of its request, MAP states the public interest will be benefited by the additional time to formulate comments. Because we believe that the public interest would be served by an extension of the comment period in this proceeding, we grant MAP's request and extend the date for filing comments in this proceeding to June 12, 2001, and correspondingly extend the date for filing reply comments to June 22, 2001.

3. ACCORDINGLY, IT IS ORDERED that MAP's request for a two-week extension to file comments IS GRANTED. IT IS THEREFORE ORDERED that the date for filing comments in this proceeding IS EXTENDED to June 12, 2001, and the date for filing reply comments IS EXTENDED to June 22, 2001. This action is taken pursuant to delegated authority found in Sections 4(i) and 303(r) of the Communications Act of 1934, as amended, 47 U.S.C. Sections 154(i) and 303(r), and Section 0.204(b), 0.283 and 1.46 of the Commission's Rules, 47 C.F.R. Sections 0.204(b), 0.283, and 1.46.

4. Commenters must file an original and four copies of all comments and reply comments to the Commission's Secretary: Magalie Roman Salas, Office of the Secretary, Federal Communications Commission, 445 12th St., SW, Room TW-A325, Washington, D.C. 20554.

FEDERAL COMMUNICATIONS COMMISSION

Roy J. Stewart
Chief, Mass Media Bureau