

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

In the Matter of	)	
	)	
Violent Television Programming And	)	MB Docket No. 04-261
Its Impact On Children	)	
	)	

**ORDER**

**Adopted: August 31, 2004**

**Released: September 1, 2004**

**Comment Date: October 15, 2004**

**Reply Comment Date: November 15, 2004**

By the Chief, Media Bureau:

1. By a Notice of Inquiry (“NOI”) released July 28, 2004, the Commission initiated a proceeding seeking comment on issues relating to the presentation of violent programming on television and its impact on children.<sup>1</sup> The NOI called for comments on September 15, 2004, and reply comments on October 15, 2004. Two separate motions seeking extensions of time to file comments and reply comments have been filed in this docket

2. The first motion for an extension of time was filed by Children Now, American Psychological Association, American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry, The Benton Foundation, and the Institute for Public Representation (“the Children’s Media Policy Coalition”). They have requested an extension of 30 days for comments and a 30 day extension for reply comments. They argue, *inter alia*, that an extension will enable them to include new data from recent studies in their comments, especially studies from the Kaiser Family Foundation that will be available at the end of September.

3. The second motion for extension of time was filed by the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, and the Direct Marketing Association (“Advertisers”). They request an extension of six weeks for the filing of comments and a six week extension for the filing of reply comments. They argue that an extension is necessary for three reasons: (1) there are a number of open proceedings at the Commission

---

<sup>1</sup>*Violent Television Programming And Its Impact on Children*, MB Docket No. 04-261, FCC 04-175 (rel. Jul. 28, 2004).

affecting Advertisers and they would like to fully participate in each of these proceedings ; (2) more time is needed to allow input from academia; and (3) more time is needed to provide a complete record.

4. We conclude that petitioners, such as Children Now, have stated good cause for themselves and others to receive extensions for the filing of comments and reply comments. We believe that a one month extension of both deadlines is sufficient and will result in a more thorough record and analysis of the issues. The extensions will provide all parties, including academia, with the opportunity to respond to matters raised in the NOI.

5. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j) and 155(c), and Sections 0.61, 0.283, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.61, 0.283, and 1.46, the date for filing comments in MB Docket No. 04-261 is extended until October 15, 2004 and the date for filing reply comments is extended until November 15, 2004.

FEDERAL COMMUNICATIONS COMMISSION

W. Kenneth Ferree  
Chief, Media Bureau