

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

In the Matter of	)	
	)	
Rules and Policies Concerning	)	
Attribution of Joint Sales Agreements	)	MB Docket No. 04-256
In Local Television Markets	)	
	)	
	)	
	)	
	)	

**ORDER**

**Adopted: September 15, 2004**

**Released: September 16, 2004**

**Comment Date: October 27, 2004**

**Reply Comment Date: November 30, 2004**

By the Chief, Media Bureau:

1. By a *Notice of Proposed Rule Making* (“*Notice*”) released August 2, 2004, the Commission initiated a proceeding seeking comment on whether to attribute certain TV Joint Sales Agreements (“JSAs”) for purposes of applying the broadcast ownership rules.<sup>1</sup> On August 26, 2004, a summary of the *Notice* was published in the Federal Register, establishing deadlines for the filing of comments and reply comments of September 27, 2004 and October 12, 2004, respectively.

2. On September 13, 2004, Paxson Communications Corporation (“Paxson”) filed a Request for Extension of Time to file comments and reply comments. Paxson asks that the deadline for filing comments be extended to October 27, 2004, and the deadline for filing reply comments be extended to November 30, 2004. It asserts that, as owner and operator of 61 full power television stations and owner of the PaxTV broadcast network, it is party to a large number of JSAs. Paxson notes that the Commission asked parties to JSAs to gather and provide information concerning the terms and conditions of those JSAs, as well as their public interest benefits. Paxson says it needs more time to prepare its comments and respond to the factual and legal issues raised in this proceeding given the number of other open Commission proceedings on broadcasting in which it is involved. According to Paxson, an extension will enable it to prepare and present a more thorough factual record and analysis of the legal issues in this proceeding. On September 14, 2004, the National Association of Broadcasters (“NAB”) filed a “Statement in Support of Request for Extension of Time” in support of Paxson’s motion for the same reasons, arguing that an extension will serve the public interest by allowing for a more complete record.

<sup>1</sup> *In the Matter of Rules and Policies Concerning Attribution of Joint Sales Agreements in Local Television Markets*, MB Docket No. 04-256, FCC 04-173 (rel. Aug. 2, 2004).

3. We conclude that Paxson and NAB have stated good cause to justify granting an extension of the deadlines for the filing of comments and reply comments in this proceeding. Granting the extensions will serve the public interest in gathering a full record on the factual and legal issues raised in the *Notice*, including the information sought on the terms and conditions of existing TV JSAs.

4. 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. §§ 0.6, 0.283, and 1.46, the date for filing comments in MB Docket No. 04-256 is extended until October 27, 2004, and the date for filing reply comments is extended to November 30, 2004.

FEDERAL COMMUNICATIONS COMMISSION

W. Kenneth Ferree  
Chief  
Media Bureau