

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

In Re Application of
MEDIA GENERAL BROADCASTING OF
SOUTH CAROLINA HOLDINGS, INC.
For Renewal of License for
Station WBTW(TV), Florence, SC
File No. BRCT-20040802BIK
Facility ID No. 66407

ORDER GRANTING EXTENSION OF TIME

Adopted: November 23, 2004

Released: November 24, 2004

By the Chief, Video Division, Media Bureau:

1. The Chief, Video Division, Media Bureau, acting pursuant to delegated authority, hereby considers the request of Media General Broadcasting of South Carolina Holdings, Inc. ("Media General"), licensee of WBTW(TV), Florence, South Carolina, for an extension of time to file an opposition to a "Petition To Deny" the above-captioned renewal application filed by Common Cause South Carolina and Free Press on November 1, 2004. Media General's opposition pleading is currently due to be filed by December 1, 2004.

2. By the instant request, Media General seeks an extension of time until December 15, 2004 to file its opposition pleading. It represents that the requested extension is necessary to accommodate both its and its attorneys' schedules. In this regard, it reports that Media General and its parent corporation are preparing renewal applications due December 1, 2004 for six of its other stations. In addition, the licensee is fully engaged in reviewing and preparing its 26 television stations' compliance with the new DTV rules and policies recently adopted by the Commission. Media General also states that the brief extension will also accommodate its attorneys scheduling for these and other matters pending before the Commission and the courts involving Media General and other clients. Finally, Media General maintains that the requested brief extension will not unduly delay the resolution of this proceeding.

3. For good cause shown, we will grant the requested extension of time. We believe that a brief extension of time will not unduly delay the resolution of this proceeding and will allow for the submission of a more thorough response to the matters raised.

4. Accordingly, IT IS ORDERED, That Media General's request for an extension of time until December 15, 2004 to respond to the "Petition to Deny" IS GRANTED.

FEDERAL COMMUNICATIONS COMMISSION

Barbara A. Kreisman
Chief, Video Division
Media Bureau