

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

In the Matter of )  
 )  
Sponsorship Identification Rules )  
and Embedded Advertising ) MB Docket No. 08-90  
 )  
 )  
 )

ORDER

Extended Reply Comment Date: November 21, 2008

Adopted: October 17, 2008

Released: October 17, 2008

By the Chief, Media Bureau:

1. On June 26, 2008, the Commission released a *Notice of Inquiry and Notice of Proposed Rule Making* (“*Notice*”) seeking comment on current trends in embedded advertising and potential changes to the current sponsorship identification regulations with regard to embedded advertising.<sup>1</sup> Comments were due in this proceeding on September 22, 2008, and reply comments are due on October 22, 2008.

2. On October 14, 2008, the Writers Guild of America, West (“WGAW”) requested that the reply comment deadline be extended by 30 days due to the volume of the comments and the detail and complexity of the arguments contained therein.<sup>2</sup> On October 15, 2008, Commercial Alert requested that the reply comment deadline be extended by 30 days due to the extent of the comments and the complex constitutional arguments contained therein.<sup>3</sup> We grant the requests of WGAW and Commercial Alert.

3. As set forth in Section 1.46(a) of the Commission's Rules,<sup>4</sup> the Commission's policy is that extensions of time shall not be routinely granted. Given the breadth and importance of the issues in this proceeding, however, we grant an extension of time to facilitate the development of a full record.

4. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j), and 303(r) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i) and (j), and 303(r) 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 Requests for Extension

<sup>1</sup> *Sponsorship Identification Rules and Embedded Advertising*, Notice of Inquiry and Notice of Proposed Rule Making, 23 FCC Rcd 10682 (2008); 73 Fed. Reg. 43,194 (July 24, 2008).

<sup>2</sup> WGAW Request for Extension of Time to File Reply Comments at 1 (filed October 14, 2008).

<sup>3</sup> Commercial Alert Request for Extension of Time to File Reply Comments at 1 (filed October 15, 2008).

<sup>4</sup> 47 C.F.R. § 1.46.

of Time filed by the Writers Guild of America, West and Commercial Alert **ARE GRANTED**, and the deadline to file reply comments in this proceeding is extended to November 21, 2008.

FEDERAL COMMUNICATIONS COMMISSION

Monica Shah Desai  
Chief, Media Bureau