



PUBLIC NOTICE

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July 28, 2010

Media Bureau Announces Comment and Reply Comment Dates for STELA-Significantly Viewed Notice of Proposed Rulemaking

MB Docket No. 10-148

Comments Due: August 17, 2010

Replies Due: August 27, 2010

By this Public Notice, the Media Bureau announces that the Notice of Proposed Rulemaking (NPRM) to implement Section 203 of the Satellite Television Extension and Localism Act of 2010 (STELA)¹ was published in the Federal Register today, July 28, 2010,² starting the pleading cycle for the *STELA-Significantly Viewed* proceeding in MB Docket No. 10-148. Accordingly, comments are due on Tuesday, August 17, and reply comments are due on Friday, August 27.³ Commenters must follow the filing instructions provided in Section V.D. of the NPRM.⁴

The *STELA-Significantly Viewed NPRM* is available on the Commission's website at http://www.fcc.gov/Daily_Releases/Daily_Business/2010/db0723/FCC-10-130A1.doc. (Documents are available electronically in ASCII (text), Microsoft Word, and/or Adobe Acrobat formats.) The document is also available for public inspection and copying during regular business hours in the FCC Reference Center, Federal Communications Commission, 445 12th Street, SW., CY-A257, Washington, DC, 20554. The complete text may be purchased from the Commission's copy contractor, 445 12th Street, SW., Room CY-B402, Washington, DC 20554. Alternative formats are available for people with disabilities (Braille, large print, electronic files, audio format), by sending an e-mail to fcc504@fcc.gov or calling the Commission's Consumer and Governmental Affairs Bureau at (202) 418-0530 (voice), (202) 418-0432 (TTY).

For additional information, contact Evan Baranoff, Evan.Baranoff@fcc.gov, of the Media Bureau, Policy Division, at (202) 418-2120. Press inquiries should be directed to Janice Wise at (202) 418-8165.

¹ *Implementation of Section 203 of the Satellite Television Extension and Localism Act of 2010 (STELA); Amendments to Section 340 of the Communications Act*; MB Docket No. 10-148, Notice of Proposed Rulemaking, FCC 10-130 (rel. Jul. 23, 2010) (seeking public comment on proposed changes to the Commission's satellite television "significantly viewed" rules) ("*STELA-SV NPRM*").

² *STELA-SV NPRM*, 75 Fed. Reg. 44198, Jul. 28, 2010. See <http://edocket.access.gpo.gov/2010/2010-18538.htm>.

³ The *STELA-SV NPRM* set deadlines for filing comments and reply comments at 20 and 30 days after date of publication in the Federal Register.

⁴ *STELA-SV NPRM*, *supra*, at ¶¶ 26-29 ("Filing Requirements" section of "Procedural Matters").