



# PUBLIC NOTICE

Federal Communications Commission  
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DA 10-1381  
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)<sup>1</sup> was published in the Federal Register today, July 28, 2010,<sup>2</sup> 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.<sup>3</sup> Commenters must follow the filing instructions provided in Section V.D. of the NPRM.<sup>4</sup>

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](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](mailto: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](mailto: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.

<sup>1</sup> *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*").

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

<sup>3</sup> 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.

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