

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

In the Matters of	)	
	)	
Empowering Consumers to Avoid Bill Shock	)	CG Docket No. 10-207
	)	
Consumer Information and Disclosure	)	CG Docket No. 09-158

**ORDER**

**Adopted: December 17, 2010**

**Released: December 17, 2010**

**Revised Comment Date: January 10, 2011**

**Revised Reply Comment Date: February 8, 2011**

By the Chief, Consumer and Governmental Affairs Bureau:

1. On October 14, 2010, the Commission released a Notice of Proposed Rulemaking proposing rules that would require mobile service providers to provide usage alerts and information that will assist consumers in avoiding unexpected charges on their bills.<sup>1</sup> The *Bill Shock NPRM* was published in the Federal Register on November 26, 2010.<sup>2</sup> Comments in response to the *Bill Shock NPRM* are due by December 27, 2010; and reply comments by January 25, 2011.<sup>3</sup>

2. On December 13, 2010, CTIA, the National Telecommunications Cooperative Association, the Rural Cellular Association, and the Rural Telecommunications Group, Inc. (collectively the “Joint Petitioners”) jointly filed a request to extend the comment and reply comment deadlines in this proceeding until January 10, 2011, and February 8, 2011.<sup>4</sup> The Joint Petitioners contend that providing an additional two weeks for comment and reply comment will allow parties to provide more current and relevant data regarding initiatives set to go into effect on January 1, 2011, as part of the revised CTIA Consumer Code.<sup>5</sup> In addition, the Joint Petitioners note that the Bill Shock proposals raise a number of “complex legal, technical, economic, and factual issues requiring detailed study and analysis.”<sup>6</sup> As a result, the Joint Petitioners contend that a limited, two-week extension of the comment deadline is appropriate to enable affected stakeholders to more thoroughly evaluate the issues raised by the proceeding and provide more relevant analysis for the Commission.<sup>7</sup> One commenter opposes the Joint

<sup>1</sup> See *Empowering Consumers to Avoid Bill Shock; Consumer Information and Disclosure*, CG Docket Nos. 10-207, 09-158, Notice of Proposed Rulemaking, 25 FCC Rcd 14625 (2010) (*Bill Shock NPRM*).

<sup>2</sup> 75 Fed. Reg. 72773 (Nov. 26, 2010).

<sup>3</sup> See *Consumer and Governmental Affairs Bureau Announces the Dates for Filing Comments and Reply Comments Regarding “Bill Shock,”* CG Docket Nos. 10-207, 09-158, Public Notice, DA 10-2263 (rel. Nov. 30, 2010).

<sup>4</sup> See *Joint Request for Extension of Comment and Reply Comment Deadlines*, CG Docket Nos. 10-207, 09-158 (dated Dec. 9, 2010) (Joint Petition).

<sup>5</sup> *Id.* at 2.

<sup>6</sup> *Id.*

<sup>7</sup> *Id.* at 3-4.

Petitioners' request for extension.<sup>8</sup> This commenter contends that the Joint Petitioners have had ample time to prepare comments on the issues set forth in the *Bill Shock NPRM* and that there is no reason to further delay this proceeding.<sup>9</sup>

3. We grant the Joint Petitioners' request for extension of time to file comments and reply comments. Generally, it is the policy of the Commission that extensions of time are not routinely granted.<sup>10</sup> Nevertheless, the Commission has previously found that an extension of time is warranted when such an extension is necessary to ensure that the Commission receives full and informed responses and that affected parties have a meaningful opportunity to develop a complete record for the Commission's consideration.<sup>11</sup> In light of the multitude of issues the Commission seeks comment upon and implementation of revisions to the CTIA Consumer Code set to begin on January 1, 2011, we find that an extension is warranted to ensure that all interested parties have the time necessary to prepare full and informed comments and reply comments in this proceeding. Therefore, the revised comment and reply comment deadlines for the *Bill Shock NPRM* are **January 10, 2011** and **February 8, 2011**, respectively.

4. Accordingly, IT IS ORDERED that, pursuant to sections 4(i), 4(j), and 5(c) of the Communications Act, 47 U.S.C. §§ 154(i), 154(j), 155(c) and sections 0.141, 0.361, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.141, 0.361, and 1.46, the Joint Request for Extension of Comment and Reply Comment Deadlines filed by CTIA, the National Telecommunications Cooperative Association, the Rural Cellular Association, and the Rural Telecommunications Group in CG Docket Nos. 10-207 and 09-158 IS GRANTED.

Federal Communications Commission

Joel Gurin  
Chief, Consumer and Governmental Affairs Bureau

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<sup>8</sup> See *Request for Staying of Filing Window by Sean R. Murphy, consumer*, CG Docket Nos. 10-207, 09-158 (filed Dec. 13, 2010).

<sup>9</sup> *Id.* at 1.

<sup>10</sup> 47 C.F.R. § 1.46(a).

<sup>11</sup> See, e.g., *Wireless Telecommunications Bureau Grants Extension of Time to File Reply Comments on Commercial Mobile Radio Services Market Competition*, WT Docket No. 09-66, Public Notice, 24 FCC Rcd 8490 (WTB 2009).