

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

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| In the Matter of |) | |
| |) | |
| Empowering Parents and Protecting Children in an |) | MB Docket No. 09-194 |
| Evolving Media Landscape |) | |
| |) | |
| |) | |

ORDER

Adopted: January 13, 2010

Released: January 13, 2010

Comment Date: February 24, 2010

Reply Comment Date: March 26, 2010

By the Chief, Media Bureau:

1. We have received two requests for an extension of time in which to file comments and reply comments in response to the Commission's *Notice of Inquiry* ("NOI") in the above-referenced proceeding.¹ The first request was filed December 29, 2009 by the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies, the Direct Marketing Association, the Interactive Advertising Bureau, and the Promotion Marketing Association.² The second request for an extension of time was filed January 7, 2010 by the Children's Food and Beverage Advertising Initiative and the Children's Advertising Review Unit of the Council of Better Business Bureau's, Inc.³ Both filings request that the comment and reply comment dates be extended by thirty days each in order to permit preparation of full responses to the multiple issues raised in this proceeding, particularly in light of the intervening year-end holidays that fell in the middle of the current comment period.⁴

2. We believe that granting the requests for extension of time will facilitate the compilation of a more complete record in this proceeding. We conclude, therefore, that doing so is in the public interest. Accordingly, parties will have until Wednesday, **February 24, 2010** to file comments and until Friday, **March 26, 2010** to file reply comments.

¹ See *Notice of Inquiry, In the Matter of Empowering Parents and Protecting Children in an Evolving Media Landscape*, MB Docket No. 09-194, FCC No. 09-194 (rel. Oct. 23, 2009).

² See Motion for Extension of Time, MB Docket No. 09-194 (filed Dec. 29, 2009).

³ See Request for Extension of Time, MB Docket No. 09-194 (filed Jan. 7, 2010).

⁴ The NOI was released on October 23, 2009 and was published in the Federal Register on November 24, 2009. See 74 FR 61308 (Nov. 24, 2009). The comment date was set at 60 days after Federal Register publication (*i.e.*, by January 25, 2010), and the reply comment date was set at 90 days after Federal Register publication (*i.e.*, by February 24, 2010).

3. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j), and 155(c), 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 date for filing comments and reply comments in response to the *NOI* in this proceeding **ARE EXTENDED** to February 24, 2010 and March 26, 2010, respectively.

FEDERAL COMMUNICATIONS COMMISSION

William T. Lake,
Chief, Media Bureau