

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

In the Matter of)	
)	
Standardized and Enhanced Disclosure)	
Requirements for Television Broadcast Licensee)	MM Docket No. 00-168
Public Interest Obligations)	
)	
Extension of the Filing Requirement)	MM Docket No. 00-44
For Children's Television Programming)	
Report (FCC Form 398))	

ORDER

Extended Reply Comment Date: January 17, 2012

Adopted: December 29, 2011

Released: December 29, 2011

By the Chief, Media Bureau:

1. On November 22, 2011, the Federal Register published a *Further Notice of Proposed Rulemaking* (“*FNPRM*”) in the above-captioned proceeding.¹ That *FNPRM* established a comment deadline of December 22, 2011 and a reply comment deadline of January 6, 2012. On December 27, 2011, the National Association of Broadcasters (“NAB”) requested that the reply comment deadline be extended by 21 days to January 27, 2012, on the grounds that preparation of NAB’s reply comments to the initial comments by the original January 6 due date would be difficult, particularly with the two federal holidays that fell between the initial and reply comment due dates.² We grant NAB’s request in part.

2. The Commission’s policy, as set forth in Section 1.46(a) of the Commission’s Rules,³ is that extensions of time shall not be routinely granted. Given the importance of the issues in this proceeding and in the interest of encouraging thoughtful consideration of these issues, however, we believe that a partial grant of NAB’s request will facilitate the development of a full record. While an extension is warranted here, we find that the NAB request for an additional 21 days is unnecessarily long. Instead, we grant a 10-day extension, which will establish January 17, 2012 as the new reply due date.

3. Accordingly, **IT IS ORDERED** that, pursuant to Section 4(i) of the Communications Act of 1934, as amended, 47 U.S.C. § 154(i), 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 Motion for Extension of Time filed by the National Association of Broadcasters is granted in part, and the deadline to file reply comments in this proceeding is extended to January 17, 2012.

¹ *Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations* MB Docket No. 00-168, 00-44; *Further Notice of Proposed Rule Making*, FCC 11-162 (rel. October 27, 2011).

² Motion for Extension of Time of the National Association of Broadcasters (filed Dec. 27, 2011).

³ 47 C.F.R. § 1.46.

FEDERAL COMMUNICATIONS COMMISSION

William T. Lake
Chief, Media Bureau