

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

In the Matter of)	
)	
Video Description: Implementation of the Twenty-)	
First Century Communications and Video)	MB Docket No. 11-43
Accessibility Act of 2010)	
)	

ORDER

Extended Comment Date: April 28, 2011

Extended Reply Comment Date: May 27, 2011

Adopted: March 22, 2011

Released: March 23, 2011

By the Chief, Media Bureau:

1. On March 18, 2011, the Federal Register published a *Notice of Proposed Rulemaking* (“NPRM”) in the above-captioned proceeding.¹ That NPRM established a comment deadline of April 18, 2011 and a reply comment deadline of May 17, 2011. On March 21, 2011, the National Association of Broadcasters (“NAB”) requested that the deadlines be extended by 10 days, due to a coinciding comment deadline in another television-related proceeding, and the loss of comment preparation time for many potential commenters attending the 2011 NAB Show.² We grant NAB’s request.

2. As set forth in Section 1.46(a) of the Commission’s Rules,³ the Commission’s policy 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 public dialogue regarding these issues, however, we believe that granting NAB’s request is necessary to facilitate the development of a full record.

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 NAB **IS GRANTED**, and the deadlines to file comments and reply comments in this proceeding are extended to April 28, 2011, and May 27, 2011, respectively.

FEDERAL COMMUNICATIONS COMMISSION

William Lake
Chief, Media Bureau

¹ *Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010*, MB Docket No. 11-43, Notice of Proposed Rulemaking, FCC 11-36 (rel. March 3, 2011).

² Motion for Extension of Time of the National Association of Broadcasters (filed March 21, 2011).

³ 47 C.F.R. § 1.46.