

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

In the Matter of )  
 )  
Innovation in the Broadcast Television Bands: )  
Allocations, Channel Sharing and Improvements to ) ET Docket No. 10-235  
VHF )  
 )

ORDER

Extended Reply Comment Date: April 25, 2011

Adopted: April 14, 2011

Released: April 14, 2011

By the Chief, Media Bureau:

1. On February 11, 2011, the Federal Register published the Commission’s *Notice of Proposed Rulemaking* (“*NPRM*”) in the above-captioned proceeding.<sup>1</sup> That *NPRM* established a comment deadline of March 18, 2011 and a reply comment deadline of April 18, 2011. On April 13, 2011, LIN Television Corporation d/b/a LIN Media, Media General, Inc., the Named State Broadcasters Associations,<sup>2</sup> Sinclair Broadcast Group, Inc., and Tribune Broadcasting Company, Debtor-In-Possession, requested that the reply deadline be extended by 7 days because the current reply comment filing deadline falls immediately after the 2011 National Association of Broadcasters Convention in Las Vegas Nevada, which concludes today. Many broadcasters, their counsel, and other interested parties, attended the NAB Show. In addition, FCC staff and Commissioners also attended the NAB Show and made public presentations regarding incentive auctions, among other matters related to this proceeding. The requestors assert that they need the opportunity to address in their reply comments matters that they learned from these presentations.

<sup>1</sup> Innovation in the Broadcast Television Bands: Allocations, Channel Sharing and Improvements to VHF, *Notice of Proposed Rulemaking*, 25 FCC Rcd 16498 (2010).

<sup>2</sup> The Named State Broadcasters Associations intending to participate in this proceeding include the Alabama Broadcasters Association, Alaska Broadcasters Association, Arkansas Broadcasters Association, California Broadcasters Association, Colorado Broadcasters Association, Connecticut Broadcasters Association, Florida Broadcasters Association, Georgia Broadcasters Association, Idaho State Broadcasters Association, Illinois Broadcasters Association, Indiana Broadcasters Association, Iowa Broadcasters Association, Kansas Association of Broadcasters, Kentucky Broadcasters Association, Louisiana Association of Broadcasters, Maine Association of Broadcasters, Massachusetts Broadcasters Association, Michigan Association of Broadcasters, Minnesota Broadcasters Association, Mississippi Association of Broadcasters, Missouri Broadcasters Association, Nebraska Broadcasters Association, Nevada Broadcasters Association, New Hampshire Association of Broadcasters, New Mexico Broadcasters Association, The New York State Broadcasters Association, Inc., North Dakota Broadcasters Association, Oklahoma Association of Broadcasters, Oregon Association of Broadcasters, Pennsylvania Association of Broadcasters, Rhode Island Broadcasters Association, South Carolina Broadcasters Association, South Dakota Broadcasters Association, Tennessee Association of Broadcasters, Texas Association of Broadcasters, Utah Broadcasters Association, Vermont Association of Broadcasters, Washington State Association of Broadcasters, West Virginia Association of Broadcasters, Wisconsin Broadcasters Association, and the Wyoming Association of Broadcasters.

2. As set forth in Section 1.46(a) of the Commission's Rules,<sup>3</sup> the Commission's policy is that extensions of time shall not be routinely granted. Given the importance of the issues in this proceeding, however, we find that good cause exists to provide all parties an extension of the reply comment deadline to facilitate the development of a full and complete record.

3. Accordingly, **IT IS ORDERED** that, pursuant to Section 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j), 155(c) and Sections 0.31, 0.241, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.31, 0.241, and 1.46, the deadline for filing reply comments in response to the Notice of Proposed Rulemaking in ET Docket No. 10-235 **IS EXTENDED** to April 25, 2011.

4. **IT IS FURTHER ORDERED** that the Motion for Extension of Time filed by LIN Television Corporation d/b/a LIN Media, Media General, Inc., the Named State Broadcasters Associations, Sinclair Broadcast Group, Inc., and Tribune Broadcasting Company, Debtor-In-Possession **IS GRANTED**.

FEDERAL COMMUNICATIONS COMMISSION

Julius Knapp  
Chief, Office of Engineering and Technology

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<sup>3</sup> 47 C.F.R. § 1.46.