

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

In the Matter of)
2014 Quadrennial Regulatory Review – Review of) MB Docket No. 14-50
the Commission’s Broadcast Ownership Rules and)
Other Rules Adopted Pursuant to Section 202 of)
the Telecommunications Act of 1996)
2010 Quadrennial Regulatory Review – Review of) MB Docket No. 09-182
the Commission’s Broadcast Ownership Rules and)
Other Rules Adopted Pursuant to Section 202 of)
the Telecommunications Act of 1996)
Promoting Diversification of Ownership) MB Docket No. 07-294
In the Broadcasting Services)

ORDER

Extended Comment Date: June 2, 2016
Extended Reply Comment Date: June 9, 2016

Adopted: May 26, 2016

Released: May 26, 2016

By the Chief, Media Bureau:

1. On May 12, 2016, the Media Bureau and the Office of Strategic Planning and Policy Analysis opened a comment window for the recently released Hispanic TV Study.1 The deadlines for filing comments and reply comments were set at May 26, 2016, and June 3, 2016, respectively.

2. On May 24, 2016, the National Hispanic Media Coalition (NHMC) filed a motion seeking a 30-day extension of time for the filing of comments and reply comments regarding the Hispanic TV Study.2 NHMC states that due to the highly technical and complex methodology of the study, it is “less realistic” for interested stakeholders and members of the public to be able to prepare thoughtful and useful comments in 14 days.3 NHMC contends that it is unreasonable to expect the public to be able to fully digest and opine on the study in the short period of time granted for comments and reply comments.4 NHMC further notes that parties interested in media diversity who may wish to comment on this study have been capacity-constrained in recent weeks due to deadlines in other Commission proceedings.5

1 Media Bureau Seeks Comment on Hispanic Television Study as Part of Quadrennial Review of Media Ownership Rules and Diversity of Ownership of Broadcast Media, MB Docket Nos. 14-50, 09-182, 07-294, Public Notice, DA 16-534 (MB/OSP, rel. May 12, 2016).

2 National Hispanic Media Coalition, Motion for Extension of Time, Hispanic TV Study Comment Public Notice, MB Docket Nos. 14-50, 09-182, 07-294 (filed May 24, 2016) (NHMC Motion).

3 NHMC Motion at 2.

4 NHMC Motion at 3.

5 NHMC Motion at 3.

3. We recognize that the *Hispanic TV Study* presents an important opportunity for interested parties to comment on a range of issues pertaining to ownership and diversity, but we do not believe that the full extension of time requested by NHMC is necessary to facilitate meaningful comment on the study. The Commission does not routinely grant extensions of time, however, in an effort to encourage participation by organizations and individuals, we find a brief extension of time is warranted in this case.⁶ Given the importance of the issues in this proceeding and in the interest of encouraging thoughtful consideration of these issues, we believe that granting NHMC's request, in part, will help facilitate the development of a robust record. Thus, the deadline for filing comments is extended to June 2, 2016, and the deadline for filing reply comments is extended to June 9, 2016.

4. 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 Hispanic Media Coalition **IS GRANTED IN PART**, and the deadlines for submission of comment and reply comments are accordingly extended to June 2, 2016, and June 9, 2016, respectively.

FEDERAL COMMUNICATIONS COMMISSION

William T. Lake
Chief, Media Bureau

⁶ See 47 C.F.R. § 1.46(a).