

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

In the Matter of: )  
 )  
Broadcast Localism ) MB Docket No. 04-233  
 )  
 )

ORDER

Adopted: August 3, 2004

Released: August 4, 2004

Comment Date: November 1, 2004

Reply Comment Date: December 1, 2004

By the Deputy Chief, Media Bureau:

1. By a Notice of Inquiry (“*NOI*”), FCC 04-129, released July 1, 2004, the Commission initiated the above-captioned proceeding, seeking comment from the public on how broadcasters are serving the interests and needs of their communities; whether the Commission needs to adopt new policies, practices, or rules designed to promote localism in broadcast television and radio; and what those policies, practices, or rules should be.<sup>1</sup> The *NOI* called for comments by September 1, 2004, and reply comments by October 1, 2004.

2. We have received three requests for extension of the comment and reply comment deadlines. The National Association of Broadcasters (“*NAB*”) and the Illini Media Company separately request a 45-day extension of both dates.<sup>2</sup> The Media Access Project and other public interest commenters (collectively “*MAP*”) filed a joint request for a 61-day extension of both dates.<sup>3</sup> *NAB* states that the comment period does not provide sufficient time within which to address the “extensive array of issues,” particularly given that the comment cycle already established for other FCC rulemaking proceedings falls around the same time period.<sup>4</sup> They argue that an extension is warranted to provide

<sup>1</sup> See *Broadcast Localism*, MB Docket No. 04-233, Notice of Inquiry, FCC 04-129 (rel. July 1, 2004).

<sup>2</sup> See *NAB* “Motion for Extension of Comment and Reply Comment Deadlines” in MB Docket No. 04-233 (filed July 13, 2004) (“*NAB Motion*”); Illini Media Company “Motion for Extension of Comment and Reply Comment Deadlines” in MB Docket No. 04-233 (filed July 22, 2004) (“*Illini Media Motion*”).

<sup>3</sup> See “Request for Extension of Time to File Comments” by Media Access Project, the New America Foundation, the Institute for Public Representation, U.S. Public Interest Research Group, Free Press, the Center for Creative Voices in Media, Center for Digital Democracy, Alliance for Better Campaigns, the Office of Communication of the United Church of Christ, Inc., and the United States Conference of Catholic Bishops in MB Docket No. 04-233 (filed July 21, 2004) (“*MAP Motion*”).

<sup>4</sup> See *NAB Motion* at 1-2.

broadcast parties and other potential commenters time to develop supporting data and to address the issues in a more meaningful way.<sup>5</sup> MAP and Illini submit similar justifications in support of their extension request.<sup>6</sup> In addition, MAP adds that public interest commenters, in particular, have significant limits on their resources that prevent them from responding by the current deadline.<sup>7</sup>

3. We find that good cause for an extension of the filing dates for comments and replies has been shown. We will provide for an additional 61 days to file comments and replies. This additional time should provide all parties with adequate time for the preparation of pleadings. Further, given the array of issues, this extension will result in a more comprehensive factual record. At the same time, the proceeding will not be unduly delayed by granting the extension requests.

4. 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 also 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 motions for extension of time filed by the National Association of Broadcasters, the Illini Media Company, and the Media Access Project, *et al.*, **ARE GRANTED**. The date for filing comments in MB Docket No. 04-233 is extended until November 1, 2004, and the date for reply comments is extended until December 1, 2004.

FEDERAL COMMUNICATIONS COMMISSION

Robert H. Ratcliffe  
Deputy Chief, Media Bureau

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<sup>5</sup> *See id.*

<sup>6</sup> *See* MAP Motion at 2; Illini Media Motion at 1-2.

<sup>7</sup> *See* MAP Motion at 2.