

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: August 6, 2014
Extended Reply Comment Date: September 8, 2014

Adopted: June 27, 2014 Released: June 27, 2014

By the Chief, Media Bureau:

1. On April 15, 2014, the Commission released a Further Notice of Proposed Rulemaking in the 2014 Quadrennial Regulatory Review proceeding. The Commission set deadlines for filing comments and reply comments at 45 and 75 days, respectively, after publication of the 2014 Quadrennial Review FNPRM in the Federal Register. The 2014 Quadrennial Review FNPRM was published in the Federal Register on May 20, 2014, and the deadlines for submitting comments and reply comments were established by public notice for July 7, and August 4, respectively.

2. On June 27, 2014, the Media Bureau released a Report on the Ownership of Commercial Broadcast Stations (“2014 323 Report”). This report, which follows the same format as the Bureau’s

1 2014 Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 14-50, Further Notice of Proposed Rule Making and Report and Order, 29 FCC Rcd 4371 (2014) (“2014 Quadrennial Review FNPRM”).

2 2014 Quadrennial Regulatory Review, 79 Fed. Reg. 29009 (May 20, 2014).

3 Media Bureau Announces Further Notice of Proposed Rulemaking in the 2014 Quadrennial Regulatory – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996 Published in Federal Register May 20, 2014, Public Notice, DA 14-691 (MB, rel. May 21, 2014).

4 See 2014 Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, MB Docket No. 14-50, Report on Ownership of Commercial Broadcast Stations, DA 14-924 (MB, rel. June 27, 2014). The 2014 323 Report is based (continued....)

previous Report on the Ownership of Commercial Broadcast Stations (“*2012 323 Report*”),⁵ provides detailed information by race, ethnicity, and gender concerning ownership of commercial television, radio, Class A television, and low-power television stations.

3. The *2014 323 Report* represents the latest step in the Commission’s ongoing efforts to collect and publicly release information concerning minority and female ownership of broadcast stations. The Commission has sought actively in recent years to improve its collection and analysis of broadcast ownership information.⁶ These initiatives, which are ongoing, include efforts to improve the reliability, utility, and completeness of the ownership data submitted to the Commission.⁷ We anticipate going forward that the *2012 323 Report*, *2014 323 Report*, and subsequent reports will provide useful periodic “snapshots” of minority and female ownership in the broadcast industry. We also expect that our continuing efforts to reform and refine our ownership data collection will yield more and better data to support trend analyses in the future. The *2014 323 Report* is part of the record of this proceeding and will be considered in our current quadrennial review and, along with additional information and data from subsequent biennial filings, will be considered in our succeeding quadrennial reviews.⁸

4. The Coalition for Smaller Market Television Stations (“Coalition”) filed a motion seeking an extension of time for the filing of comments and reply comments for the *2014 Quadrennial Review FNPRM* on June 5, 2014.⁹ In its motion, the Coalition asserts that it needs more time to respond fully to the numerous questions posed in the further notice regarding the local broadcast multiple ownership rules and shared service agreements, among other matters.¹⁰ The Coalition believes that additional time will allow all interested parties to present more complete information and data, particularly about competition in medium-sized and small television markets.¹¹ Further, according to the Coalition, many broadcasters are preparing comments for several other ongoing proceedings that have comment and reply comment deadlines in June and July, near the current deadline for comments in the media ownership proceeding.¹² The Coalition posits that a 30-day extension of time for filing comments, *i.e.*, August 6, 2014, and a 35-day extension for filing reply comments, *i.e.*, September 8, 2014, will

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on ownership information, as of October 1, 2013, submitted by broadcasters in their biennial Form 323 filings. See FCC Form 323, Ownership Report for Commercial Broadcast Stations, *available at* <http://transition.fcc.gov/Forms/Form323/323.pdf>; see also 47 C.F.R. § 73.3615. The data contained in each Form 323 ownership report are publicly available and may be downloaded from the Commission’s Consolidated Database System (CDBS) and then aggregated, cross-referenced, and searched electronically. See <http://transition.fcc.gov/mb/databases/cdbs/>.

⁵ See *2010 Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, MB Docket No. 09-182, Report on Ownership of Commercial Broadcast Stations, 27 FCC Rcd 13814 (2012). The *2012 323 Report* is based on ownership information, as of November 1, 2009, and October 1, 2011, submitted by broadcasters in their biennial Form 323 filings.

⁶ See, e.g., *2014 Quadrennial Review FNPRM*, 29 FCC Rcd at 4481-85, ¶¶ 249-56.

⁷ See *id.*

⁸ The *2012 323 Report* also is part of the record. See *Commission Seeks Comment on Broadcast Ownership Report*, MB Docket No. 09-182, Public Notice, 27 FCC Rcd 15036 (Med. Bur. 2012).

⁹ Coalition of Smaller Market Television Stations, Motion for Extension of Time filed June 5, 2014 (“Motion”). Coalition members include Bonten Media Group, Inc., LIN Television Corporation, Morgan Murphy Media, Quincy Newspapers, Inc., Raycom Media, Inc., and Schurz Communications, Inc. Motion at 1 n.1.

¹⁰ *Id.* at 2.

¹¹ *Id.*

¹² *Id.* at 2-3.

permit its members as well as other broadcasters to participate in each of the Commission's proceedings impacting television stations.¹³

5. The Commission does not routinely grant extensions of time.¹⁴ Nevertheless, the issues in the *2014 Quadrennial Review FNPRM* are significant and important to a wide range of interested parties, and we seek to encourage robust participation in the proceeding. We find persuasive the Coalitions' arguments identifying the complexity of the pending issues and the competing deadlines in other proceedings. We must also be mindful not to unduly extend existing deadlines. While we would otherwise be inclined to grant a shorter extension than the Coalition requested, in light of the recent release of the *2014 323 Report* we believe that granting the full extension request is appropriate. The new deadlines will provide commenters a sufficient opportunity to fully develop their comments and reply comments in the *2014 Quadrennial Review FNPRM* to include any facts, information, or positions that are implicated by the content of the *2014 323 Report*.

6. This Order also solicits input in this quadrennial review proceeding concerning the *2014 323 Report*. Parties may address the *2014 Quadrennial Review FNPRM* and the *2014 323 Report* in the same document. Thus, we grant a 30-day extension of time for comments and a 35-day extension of time for reply comments, thereby establishing the new comment and reply comment deadlines as August 6, 2014, and September 8, 2014, respectively.

7. 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 Coalition of Smaller Market Television Stations is granted in part, and the deadlines for submission of comment and reply comments are accordingly extended to August 6, 2014, and September 8, 2014, respectively.

FEDERAL COMMUNICATIONS COMMISSION

William T. Lake
Chief, Media Bureau

¹³ *Id.* at 3.

¹⁴ *See* 47 C.F.R. § 1.46(a).