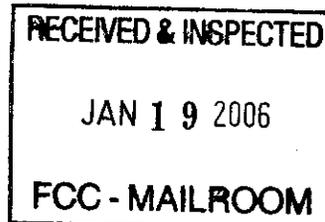


MJS

Advertising ♦ Marketing ♦ Consulting



January 13, 2006

Office of the Secretary
Federal Communications Commission
ATTN: CGB Room 3-B431
9300 East Hampton Drive
Capital Heights, MD 20743

RE: *Petition for Exemption from Closed Caption Requirement*
47 C.F.R 79.1

Dear Sir or Madam:

Our company is in the business of creating advertisements and on occasion, our responsibilities include the production of 30-minute "infomercial" style television advertisements for our clients. On behalf of our client, Gwinnett Place Ford (an automobile dealership in Duluth, Georgia) we have reserved a 30-minute block of commercial media time on February 5th, 2006, on an Atlanta, GA television station. We will be producing a 30-minute advertisement that will feature numerous cars, trucks, vans and sport utilities available for sale at the dealership. Each vehicle will be briefly reviewed by an on-screen talent while the vehicle's year, make, model, description, and price are displayed prominently on-screen. We have found this to be a very effective and cost-efficient way of advertising our client's available inventory.

This letter serves to petition the Commission for exemption of a specific program from Federal closed captioning requirements. Below please find pertinent information to this petition, which we are filing for three reasons:

1) The placement of closed captions on our 30-minute advertisement places undue burden on our client due to a) the cost of adding closed captioning to the program, and b) the amount of time needed to complete the closed captioning.

With respect to "a" above, we have engaged in the creation of this local infomercial for our client because it is a very cost-efficient advertising vehicle. *The entire production budget for this project is less than \$1000.00, an amount that would increase significantly by the addition of closed captions on a rush basis.*

With respect to "b" above, due to the nature of rapidly changing inventory at the dealership (cars are bought and sold every day of the week) we have no alternative to

MJS

Advertising ♦ Marketing ♦ Consulting

producing this broadcast only a day or two prior to air date, in order that we may ensure accurate representation of our inventory. *The amount of time that would be required to have closed captions added to the broadcast would create an undue burden, making it nearly impossible to complete the production on time.*

2) The placement of closed captions on our 30-minute advertisement, we feel, will be redundant and serve only to confuse the public, as the critical information, in fact the entire content of our program is, by design, already displayed in large, bold lettering on the screen, visible at all times. Unlike a radio broadcast, we use this television format to not only speak the information and prices on our vehicles, but also display it prominently, in its entirety, on the screen.

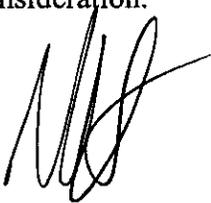
3) We believe we are already providing a reasonable substitute for the closed captioning requirements, as we use text and graphic display of the content of the audio portion of our program. Everything spoken by our on-camera talent will be displayed on the video screen, simultaneous with the audio feed. Taking this into consideration, to add closed captioning to the already crowded video images (typical of automobile commercials on television!) would serve only to clutter the screen and make it more difficult to understand.

With all due respect to the hearing-impaired and the regulations now in effect, we are confident that any individual who suffers from loss of hearing will have no difficulty ascertaining the information disseminated in our program and are optimistic that you will grant us our exemption. We hope that we have demonstrated facts significant enough for you to grant our petition for exemption and we look forward to your response. Should anyone in your office need to reach me with any questions or concerns about this matter, you may contact me at any time at the address and telephone number below, on my cell phone at (954)695-4749. I can also be reached by email at matt@mjsadvertising.com.

Thank you for your consideration.

Sincerely,

Matthew J. Sakolove



MJS

Advertising ♦ Marketing ♦ Consulting

AFFIDAVIT

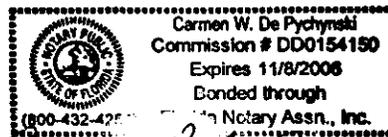
I swear and affirm the truth of the information contained in this petition and affix my signature below:



Matthew J. Sakolove

1-13-06

Date



Carmen W. De Pychynski

1-13-06