

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
2006 Quadrennial Regulatory Review – Review)	MB Docket No. 06-121
of the Commission’s Broadcast Ownership)	
Rules and Other Rules Adopted Pursuant to)	
Section 202 of the Telecommunications)	
Act of 1996)	
)	
2002 Biennial Regulatory Review – Review)	MB Docket No. 02-277
of the Commission’s Broadcast Ownership)	
Rules and Other Rules Adopted Pursuant to)	
Section 202 of the Telecommunications)	
Act of 1996)	
)	
Cross-Ownership of Broadcast Stations)	MM Docket No. 01-235
and Newspapers)	
)	
Rules and Policies Concerning Multiple)	MM Docket No. 01-317
Ownership of Radio Broadcast Stations)	
in Local Markets)	
)	
Definition of Radio Markets)	MM Docket No. 00-244

MOTION FOR EXTENSION OF TIME

Media General, Inc. (“Media General”), by its attorneys and pursuant to Sections 1.46 and 1.415 of the Commission’s Rules, respectfully requests an extension of time to file reply comments in response to the *Further Notice of Proposed Rulemaking* released in the above-referenced proceedings until 45 days after the release of the economic studies that the Commission has announced it is conducting as part of these dockets.¹ In the alternative, Media

¹ 2006 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 Nos. 06121 and 02-277, and MM Docket Nos. 01-235, 01-317, and 00-244, FCC 06-93, 21 FCC Rcd 8834 (2006) (“FNPRM”). See FCC Names Economic Studies to Be Conducted As Part of Media Ownership Rules Review, *Public Notice*, rel. Nov. 22, 2006.

General requests a short extension of time for the filing of reply comments from December 21, 2006 until January 16, 2007.

The *FNPRM* raised many issues of critical importance, and the comments filed in response to the *FNPRM* presented a voluminous amount of information related to these issues. The Commission's 10 proposed studies also promise to present a wealth of valuable information that will require in-depth analysis and review by parties to this proceeding. It is also highly probable that the results of these FCC-sponsored studies may obviate the need for commenting parties to prepare and submit material in response to points raised in initial comments. Extending the deadline for the filing of reply comments until after the FCC studies have been completed and made public would represent the most efficient use of the resources of the parties to this proceeding and the time and resources of the Commission's staff who would otherwise be required to review two sets of potentially duplicative and possibly unnecessary reply comments.

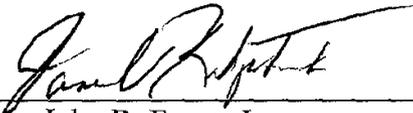
In the alternative, Media General requests an extension of time from December 21, 2006 until January 16, 2007 for the filing of reply comments in response to the *FNPRM*. Media General and others are currently working with consultants to analyze the information presented in the initial comments filed in this proceeding, and Media General believes that a brief extension of time is necessary for those consultants to complete their analyses and help present the Commission with a more comprehensive response. Given the volume of end-of-year business and other obligations coinciding with the holiday season that affect most parties, Media General submits that an extension of time would allow the creation of a more complete record.

As the Commission recognizes, this proceeding involves issues of significant complexity and extraordinary importance. The public interest dictates that the Commission base its decisions on the best available evidence and analysis and the most complete record possible. An

extension of time for the filing of reply comments until 45 days after the release of the Commission's 10 economic studies will accomplish this by allowing the presentation of consolidated replies analyzing all of the critical information included in those studies as well as the initial comments filed in response to the *FNPRM*. In the alternative, a short extension of time until January 16, 2007 will allow interested parties the opportunity to respond fully to the comments already submitted in this proceeding.

Respectfully submitted,

MEDIA GENERAL, INC.

By 

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