BINGHAM McCUTCHEN

March 26, 2007

VIA ECFS – CG Docket No. 06-181

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Bingham McCutchen LLP
2020 K Street NW
Washington, DC
20006-1806

202.373.6000
202.373.6001 fax

bingham.com

Boston
Hartford
London
Los Angeles
New York
Orange County
San Francisco
Silicon Valley
Tokyo
Walnut Creek
Washington

In re: *Closed Captioning and Video Description of Video Programming – Implementation of Section 305 of the Telecommunications Act of 1996 – Video Programming Accessibility*

CGB-CC-0365 – Opposition to the Petition for Exemption from Closed Captioning Requirements Filed by ACME Television Licenses of New Mexico, LLC

Dear Ms. Dortch:

Telecommunications for the Deaf and Hard of Hearing, Inc. ("TDI"), National Association for the Deaf ("NAD"), Deaf and Hard of Hearing Consumer Advocacy Network ("DHHCAN"), Hearing Loss Association of America ("HLAA"), Association of Late-Deafened Adults, Inc. ("ALDA"), American Association of People with Disabilities ("AAPD"), and California Coalition of Agencies Serving the Deaf and Hard of Hearing ("CCASDHH") (collectively, "Commenters") submit for filing in the above-captioned proceeding their opposition to the petition for exemption from the Commission's closed captioning requirements filed by Licenses of New Mexico, LLC, for its programs "Caleb Crump," "Frost Mortgage," "Homes and Land," "On Target Productions," "JCR Advertising," and "MDR Consulting" (the "Petition").

The following is a summary of pertinent program, financial, and other information provided in the Petition:

> ACME is licensee of KASY-TV and KWBQ. *Requests full exemption for KASY-TV and KWBQ.* Currently, 6 programs aired without captions. Estimated CC cost $10,000 - $12,000 for equipment and $25,000 - $30,000 for a full-time employee, or outside captioning at $200 per ½ hour program or $83,000 - $104,000 per year. Collective revenue from these programs estimated at $250,000 - $325,000 per year. If required to CC, would replace with lower-price national infomercials. Currently operating at multi-million-dollar net loss. When stations become

profitable, will CC within reasonable period of time. Includes signed declaration and certificate of service.

See also Petitions CGB-CC-0013 (filed by MDR Consulting) and CGB-CC-0252 (filed by JCR Advertising).

Bingham McCutchen LLP
Bingham McCutchen LLP
bingham.com

The Petition does not meet the statutory requirements necessary to support an exemption from the closed captioning rules.[1] Commenters oppose grant of the Petition because Petitioner has failed to demonstrate that compliance with the closed captioning requirements would impose an undue burden. Commenters urge the Commission to require that Petitioner comply with the closed captioning rules within 90 days.

I. The Legal Standard for Granting a Petition for Exemption

Section 713 of the Communications Act of 1934, as amended (the "Act"), requires that video programming be closed captioned, regardless of distribution technologies, to ensure that it is accessible to persons with hearing disabilities.[2] The Commission has the authority to grant a petition for an exemption from the closed captioning requirements upon a showing that the requirements would impose an undue burden on the video programming provider or video owner.[3] Congress defined "undue burden" to mean "significant difficulty or expense."[4]

A petition seeking a waiver of the captioning rules must demonstrate that compliance would result in an undue burden within the meaning of Section 713(e) and Section 79.1(f) of the Commission's rules.[5] Section 713 requires the Commission to consider four factors when determining whether the closed captioning requirements will impose an undue burden: (1) the nature and cost of the closed captions for the programming; (2) the impact on the operation of the provider or program owner; (3) the financial resources of the provider or program owner; and (4) the type of operations of the provider or program owner.[6]

Section 79.1(f) of the Commission's rules sets forth the Commission's procedures for seeking an exemption from the closed captioning requirements on the basis that compliance would impose an undue burden on the programmer.[7] A petition for an exemption from the closed captioning requirements must be

---

[1] 47 U.S.C. § 613(e).

[2] 47 U.S.C. § 613(e).

[3] *Id.*

[4] *Id.*

[5] 47 U.S.C. § 613(e); 47 C.F.R. § 79.1(f).

[6] *Id.*

[7] 47 C.F.R. § 79.1(f).

Bingham McCutchen LLP
Bingham McCutchen LLP
bingham.com

supported by sufficient evidence to demonstrate that compliance with the requirements would cause an undue burden.[8] Such petition must contain a detailed, full showing, supported by affidavit, of any facts or considerations relied on by the petitioner.[9] It must also describe any available alternatives that might constitute a reasonable substitute for the captioning requirements.[10]

In the 2006 *Anglers Exemption Order*, the Consumer & Governmental Affairs Bureau ("CGB") improperly created a new standard that ignored the "undue burden" analysis required by the Act, the Commission's rules, and Commission precedent. Instead, the CGB stated that any non-profit organization may be granted a waiver from the closed captioning rules if the organization does not receive compensation for airing its programming and if it may terminate or substantially curtail its programming or other activities important to its mission if it is required to caption its programming.[11] The Commission may not properly rely on the *Anglers Exemption Order* to determine whether Petitioner's request meets the undue burden standard. Commenters have sought review of the *Anglers Exemption Order* by the Commission and, accordingly, the *Anglers Exemption Order* is not final.[12] Moreover, the standard announced by the CGB in the *Anglers Exemption Order* was inappropriate because it failed to incorporate an "economically burdensome" or an "undue burden" standard as mandated by the Act and fails to require Petitioner to demonstrate the four factors listed above.

II. Petitioner Fails to Demonstrate that Compliance with the Captioning Requirement Would Impose an Undue Burden

Petitioner requests an exemption from the closed captioning requirements, asserting that compliance would impose an undue burden on Petitioner. However, the Petition fails to demonstrate that compliance would impose an undue burden under the four statutory exemption factors. The Petition therefore does not meet the legal standard for granting a request for exemption of the closed captioning rules and should be denied.

Commenters respectfully submit that the Petition is not supported by sufficient evidence to demonstrate that compliance with the closed captioning

---

[8] 47 C.F.R. § 79.1(f)(2).

[9] 47 C.F.R. § 79.1(f)(9).

[10] 47 C.F.R. § 79.1(f)(3).

[11] *In the Matter of Anglers for Christ Ministries, Inc.; New Beginning Ministries; Video Programming Accessibility; Petitions for Exemption from Closed Captioning Requirements*, Memorandum Opinion and Order, DA 06-1802 (2006) ("*Anglers Exemption Order*").

[12] *See* Application for Review of Bureau Order, Docket No. 06-181, CGB-CC-0005, CGB-CC-0007 (filed October 12, 2006).

Bingham McCutchen LLP
Bingham McCutchen LLP
bingham.com

requirements would impose an undue burden upon Petitioner as required by the statutory factors set forth under Section 79.1(f)(2) of the Commission's rules.[13]

First factor: The nature and cost of the closed captions. In judging the sufficiency of information filed to support a claim that the cost of implementing closed captioning will impose an undue burden, the Commission looks to whether the petitioner:

(1) sought competitive pricing from multiple sources;
(2) submitted copies of the correspondence received from such captioning companies, indicating a range of quotes;
(3) provided details regarding its financial resources; and
(4) sought any means to recoup the cost of closed captioning, such as through grants or sponsorships.[14]

Failure to provide the foregoing information and to establish that the Petitioner pursued other possible means of gaining captioning hinders the Commission's assessment of the impact of the cost of captioning on Petitioner.[15]

Second factor: The impact on the operation of the provider or program owner. A petition must provide sufficient information to indicate that compliance with closed captioning requirements will adversely affect the Petitioner's operations.

Third factor: the financial resources of the provider or program owner. Commission rule 79.1(f)(2) provides that a petition for exemption "must be supported by sufficient evidence to demonstrate that compliance with the requirements would cause an undue burden."[16] Additionally, in determining whether the closed captioning requirements impose an undue burden, the Commission must consider the resources that the petitioner has chosen to devote

---

[13] 47 C.F.R. § 79.1(f)(2).

[14] *Outland Sports, Inc., Video Programming Accessibility, Petition for Waiver of Closed Captioning Requirements*, 16 FCC Rcd 13605 (2001) ("*Outland Sports*") (advising that entities seeking a waiver of the captioning requirements seek cost quotes from multiple sources and provide correspondence evidencing the quotes obtained, provide detailed financial information, and discuss whether any efforts were made to recoup the cost of closed captioning). *See also The Wild Outdoors, Video Programming Accessibility, Petition for Waiver of Closed Captioning Requirements*, 16 FCC Rcd 13611 (2001) (reviewing sufficiency of information provided with respect to the four factors).

[15] *Outland Sports*, ¶ 7.

[16] 47 C.F.R. § 79.1(f)(2).

to the program in the context of the overall budget and revenues of the petitioner – and not merely the cost of captioning in relation to a particular program.[17]

Bingham McCutchen LLP
Bingham McCutchen LLP
bingham.com

Fourth factor: The type of operation of the provider or program owner. In order for the Commission to determine whether the Petition is supported under the fourth factor, Petitioner must provide detailed information regarding its operations and explain why or how complying with the closed captioning requirements would result in significant difficulty for Petitioner because of the type of operations involved.

Here, Petitioner has not shown that an undue burden would result under the four factors above.

III. Conclusion

For the reasons discussed above, Petitioner's request for exemption from the closed captioning requirements fails to demonstrate that compliance with the requirements would cause an undue burden within the meaning of Section 713 of the Act. Accordingly, it should be denied.

In addition, Commenters respectfully request that the Commission accept the attached certification that the facts and considerations in this filing are true and correct and waive the requirement to provide an affidavit for a responsive pleading.[18]

Respectfully submitted,

/ s /

Paul O. Gagnier
Troy F. Tanner
Danielle C. Burt
Bingham McCutchen LLP
2020 K Street, N.W.
Washington, D.C. 20007

Counsel to TDI

[17] *Report and Order*, 13 FCC Rcd at 3366.

[18] 47 C.F.R. §79.1(f)(9).

Bingham McCutchen LLP
bingham.com

_____/ s /_____
Claude L. Stout
Executive Director
Telecommunications for the
Deaf and Hard of Hearing, Inc.
8630 Fenton Street, Suite 604
Silver Spring, MD 20910

_____/ s /_____
Nancy J. Bloch
Chief Executive Officer
National Association of the Deaf
8630 Fenton Street, Suite 820
Silver Spring, MD 20190-4500

_____/ s /_____
Cheryl Heppner
Vice Chair
Deaf and Hard of Hearing
Consumer Advocacy Network
3951 Pender Drive, Suite 130
Fairfax, VA 22030

_____/ s /_____
Brenda Battat
Associate Executive Director
Hearing Loss Association of America
7910 Woodmont Avenue, Suite 1200
Bethesda, MD 20814

_____/ s /_____
Edgar Palmer
President
Association of Late-Deafened Adults, Inc.
8038 Macintosh Lane
Rockford, IL 61107

_____/ s /_____
Jenifer Simpson
Senior Director, Telecommunications
and Technology Policy
American Association of
People with Disabilities
1629 K Street N.W., Suite 503
Washington, DC 20006

_____/ s /_____
Ed Kelly
Chair
California Coalition of Agencies
Serving the Deaf and Hard of Hearing
6022 Cerritos Avenue
Cypress, CA 90630

CERTIFICATION

I, Claude L. Stout, Exec. Dir. Telecom. for Deaf & Hard of Hearing, hereby certify that to the extent there are any facts or considerations not already in the public domain which have been relied on in the attached Opposition to the Petition for Exemption from Closed Captioning Requirements, these facts and considerations are true and accurate to the best of my knowledge.

Claude L. Stout
Executive Director
Telecommunications for the Deaf & Hard of Hearing

Date: March 26, 2007

CERTIFICATION

I, Claude L. Stout, Exec. Dir. Telecom. for Deaf & Hard of Hearing, hereby certify that to the extent there are any facts or considerations not already in the public domain which have been relied on in the attached Opposition to the Petition for Exemption from Closed Captioning Requirements, these facts and considerations are true and accurate to the best of my knowledge.

Claude L. Stout
Executive Director
Telecommunications for the Deaf & Hard of Hearing

Date: March 26, 2007

CERTIFICATE OF SERVICE

I, Ivonne J. Diaz, do hereby certify that, on March 26, 2007, a copy of the foregoing Opposition to the Petition for Exemption from Closed Captioning Requirements Filed by ACME Television Licenses of New Mexico, LLC, as filed with the Federal Communications Commission in CGB-CC-0362, was served by first class U.S. mail, postage prepaid, upon the Petitioner:

ACME Television Licenses of New Mexico, LLC
c/o Lewis J. Paper
Andrew S. Kersting
Dickstein Shapiro LLP
1825 Eye Street, NW
Washington, DC 20006-5403

_____/s/_____
Ivonne J. Diaz