



October 10, 2007

VIA ELECTRONIC FILING

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

Re: Notification of Ex Parte Communication
MB Docket Nos. 06-121 and 02-277
MM Docket Nos. 01-235, 01-317, and 00-244

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that on October 9, 2007, George L. Mahoney, Vice President, Secretary, and General Counsel of Media General, Inc. ("Media General"), and I met with Amy Blankenship, Legal Advisor to Commissioner Deborah Taylor Tate, to discuss the history of the newspaper/broadcast cross-ownership rule, its interplay with other media ownership rules, the positions Media General has previously taken in the above-referenced dockets, the status of the proceedings, recent reports on media industry transactions, the extensive evidence in the record that supports repeal of the newspaper/broadcast cross-ownership rule, and possible avenues for resolving issues that have been raised in the proceedings. The attached handout was provided in the meeting.

As required by Section 1.1206(b), as modified by the policies applicable to electronic filings, one electronic copy of this letter is being submitted for each above-referenced docket.

Very truly yours,

M. Anne Swanson

Enclosure

cc (w/enc.) (by email):
Amy Blankenship, Esquire

Deregulation of Radio

1981 – *Deregulation of Radio, Report and Order*, 84 FCC 2d 968 (1981), *recon. denied, decision clarified*, 87 FCC 2d 797 (1981) – abolished quantitative programming guidelines, formal ascertainment requirements, and commercialization limits for radio broadcasters; replaced program log requirements with annual issues/programs list requirement for radio broadcasters.

1983 – *Office of Communications of United Church of Christ v. FCC*, 707 F.2d 1413 (D.C. Cir. 1983) – upheld 1981 decision abolishing programming requirements, formal ascertainment, and commercialization limits for radio broadcasters; remanded on replacement of program log requirement with annual issues/programs lists on grounds that such lists would not provide sufficient information to public.

1984 – *Deregulation of Radio, Report and Order*, 96 FCC 2d 930 (1984), *recon. denied*, 57 RR2d 93 (1984) – on remand, modified issues/programs list requirements for radio broadcasters to require quarterly filing of an “illustrative” list of programs addressing issues.

1985 – *Office of Communication of United Church of Christ v. FCC*, 779 F.2d 702 (D.C. Cir. 1985) – vacated and remanded modified quarterly issues/programs list requirements for radio broadcasters on grounds that requirement of listing “illustrative” programming would not ensure that licensees provided sufficient information on issue-responsive programming.

1986 – *Deregulation of Radio, Memorandum Opinion and Order*, 104 FCC 2d 505 (1986) – further modified quarterly issues/programs list requirement to require licensees to identify and describe programs providing the “most significant treatment” of issues rather than an “illustrative” list. (End of Proceeding).

Deregulation of Television

1984 – *Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Stations, Report and Order*, 98 FCC 2d 1076 (1984), *recon. denied, decision clarified*, 104 FCC 2d 358 (1986) – abolished quantitative programming guidelines, formal ascertainment requirements, and commercialization limits for television broadcasters; replaced program log requirements with quarterly issues/programs list requirements.

1986 – *Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Stations, Memorandum Opinion and Order*, 104 FCC 2d 358 (1986) – on reconsideration, clarified that 1984 *Report and Order* had intended to repeal commercialization limits in children’s television programming.

1987 – *Action for Children’s Television v. FCC*, 821 F.2d 741 (D.C. Cir. 1987) – remanded on removal of commercialization limits in children’s television programming; upheld replacement of program log requirement with quarterly issues/programs list requirement for television broadcasters. (Remaining portions of decision were not challenged on appeal.)

Streamlining of Television and Radio License Renewal Process

1981 – *Radio Broadcast Services: Revision of Applications for Renewal of License of Commercial and Non-Commercial AM, FM, and Television Licensees, Report and Order*, 49 RR 2d 740 (1981), *recon. denied*, 87 FCC 2d 1127 (1981) – streamlined “long-form” renewal applications for radio and television broadcasters.

1983 – *Black Citizens for a Fair Media v. FCC*, 719 F.2d 407 (D.C. Cir 1983), *cert. denied*, 467 US 1255 (1984) – upheld streamlined renewal process for radio and television broadcasters.

Repeal of Formal Ascertainment Requirements for Small Market Broadcasters

1980 – *Ascertainment of Community Problems by Broadcast Applicants: Small Market Exemption, Report and Order*, 78 FCC 2d 444 (1980) – removed formal ascertainment requirement for small market radio and television broadcasters.

1981 – *Ascertainment of Community Problems by Broadcast Applicants: Small Market Exemption, Order*, 86 FCC 2d 798 (1981) – acknowledged complete repeal of formal ascertainment for radio in 1981 *Deregulation of Radio* order and affirmed small market exemption for television broadcasters.

1983 – *National Black Media Coalition v. FCC*, 706 F.2d 1224 (D.C. Cir 1983) – upheld small market exemption to ascertainment rules for television broadcasters.