

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 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
	)	
Ways to Further Section 257 Mandate and To	)	MB Docket No. 04-228
Build on Earlier Studies	)	

**SUPPLEMENTAL COMMENTS OF MEDIA GENERAL, INC. ON  
SECOND FURTHER NOTICE OF PROPOSED RULE MAKING**

Media General, Inc. (“Media General”) hereby submits these Comments in response to the *Second Further Notice of Proposed Rule Making* issued by the Commission in the above-referenced proceedings on August 1, 2007.<sup>1</sup> Media General supports the goal

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<sup>1</sup> *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. 06-121, 04-228, and 02-277, and MM Docket Nos. 01-235, 01-317, and 00-244, FCC 07-136 (rel. Aug. 1, 2007) (“*Second FNPRM*”). Media General seeks leave to file these Supplemental Comments since the deadline for responding to the *Second FNPRM* has passed.

of increased minority ownership in the radio and television industries and is in favor of proposals that advance that goal in an effective and reasonable manner.

Media General specifically wishes to voice its support for tax deferral legislation designed to foster minority ownership, as detailed in Proposal # 24 in the Commission's *Second FNPRM*, and as originally proposed by the Minority Media and Telecommunications Council ("MMTC") in 2002.<sup>2</sup> Media General believes that adoption of this proposal would effectively promote diversity in an efficient and expeditious manner. The proposed deferral of capital gains taxes will provide significant economic incentives to existing station owners to sell their stations to socially and economically disadvantaged businesses ("SDBs"). The proposed tax deferral legislation would achieve many of the same benefits as the Commission's previous tax certificate policy. As noted in Comments filed in this proceeding by the Diversity and Competition Supporters, that policy consistently enjoyed support from both broadcasters and public interest groups and civil rights organizations, parties that continue to support its re-instatement.<sup>3</sup> The tax certificate policy proved very effective, contributing to a substantial increase in minority-owned broadcast stations.<sup>4</sup>

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<sup>2</sup> *Id.* at 22.

<sup>3</sup> *See* Initial Comments of the Diversity and Competition Supports in Response to the Second Further Notice of Proposed Rulemaking in MB Docket No. 06-121 (Oct. 1, 2007) at 29.

<sup>4</sup> *Id.* at 28.

Media General believes that adoption of a new tax certificate proposal, as has been proposed in legislation currently before the Congress, would advance the goal of increased minority ownership of radio and television stations and fully supports adoption of such a proposal.

Respectfully submitted,

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