

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)
)
Broadcast Localism) MB Docket No. 04-233
)

To: The Commission
Marlene H. Dortch, Secretary

**MOTION FOR EXTENSION OF DEADLINE FOR FILING OF COMMENTS
AND REPLY COMMENTS**

The named State Broadcasters Associations, by their attorneys in this matter, hereby respectfully request the Commission to extend the dates for filing comments and reply comments in response to the Commission's *Report on Broadcast Localism and Notice of Proposed Rulemaking* (the "NPRM"), MB Docket No. 04-233, FCC 07-218, released January 24, 2008. Specifically, for good cause shown below, the Commission should extend the deadlines for filing comments to and including April 28, 2008, and for filing reply comments to and including June 11, 2008.

The NPRM was published in the Federal Register on February 13, 2008, thereby establishing March 14, 2008 as the deadline for comments, and April 14, 2008 as the deadline for reply comments. *See* 73 Fed. Reg. 8255. The present deadlines simply do not allow adequate time for the State Broadcasters Associations, other representative segments of a broadcast industry, and the thousands of broadcasters whose operations will be so fundamentally affected by these proposals if adopted, (i) to consider the pre-NPRM record in this proceeding, (ii) to evaluate the actual need for the specific proposals contained in the NPRM, (iii) to drill down into the primary and secondary effects of each of the Commission's proposals on the

broadcast industry generally and on individual stations specifically, (iv) to consider appropriate alternative solutions to genuine needs, and (v) to prepare and file factually grounded and comprehensive comments which are essential to creating an administratively adequate post-NPRM record in this proceeding.

As the Commission is aware, the State Broadcasters Associations regularly submit joint comments in various FCC proceedings in order to assist the Commission is carefully assessing the impact of proposed regulations on the broadcast industry. That process, which has already begun, requires the State Broadcasters Associations to alert their member stations of the importance and specifics of the Commission's proceedings and proposals, to receive and analyze their responses, to work to find points of common agreement, and to circulate proposed joint comments for review and revision among up to fifty (50) State Broadcasters Associations. While this process can provide a unique perspective that is informed by the varied experience and views of stations large and small, rural and urban, television and radio, commercial and noncommercial, it does take time to find common ground and receive all necessary approvals from State Broadcasters Associations which represent the vast bulk of the radio and television stations nationwide.

In most cases the State Broadcasters Associations have been able to complete this process within the timeframe established for filing comments and replies. However, this proceeding is different for at least these reasons. In this proceeding, the number of issues raised is much too large and the scope of the rules proposed is far too broad to permit fully considered comments to be prepared, circulated, revised, ratified and submitted by March 14, 2008. The Commission is seeking comment not on one or two rules of limited impact on some licensees, but on reinstatement of many aspects of a fundamentally different regulatory approach to broadcasting

that was abandoned in a series of proceedings two decades ago and that will affect potentially all of the thousands of broadcasters nationwide. In addition, this proceeding will consider completely new issues that arise at least in part from the sweeping changes in broadcast technology and business over the past decades, including voice tracking, remote operation, website publishing and the complex relationships among networks, affiliates and alternative distribution methods.

This proceeding has been five years in the making. Even large broadcasters with significant resources would be challenged to provide well considered comments on all of the issues raised in this proceeding by March 14, 2008. Few smaller broadcasters will have the ability to respond meaningfully. The NPRM raises basic questions about the role of broadcasters in the twenty first century, and these questions deserve a full and fair airing by all interested parties. A short time frame for comments will limit the record and skew its weight towards those with greater resources and those who were deeply involved in the notice of inquiry proceeding.

Further complicating the State Broadcasters Associations' ability to meet the current March 14 deadline is the fact that in the midst of the Commission's comment period the National Alliance of State Broadcasters Associations ("NASBA") will be holding its Winter Meeting and Annual EAS Summit in Washington beginning tomorrow, February 22. That meeting is scheduled to run through the weekend and conclude with NASBA's Annual EAS Summit which is scheduled for all day on Monday, February 25. Immediately after the EAS Summit, the state association executives and their members stations will participate in the NAB's Annual State Leadership Conference which runs for the remainder of the week with seminars and broadcaster visits to their Washington Delegations in Congress.

At bottom, this proceeding has been five years in the making. This short extension should not have a material effect on the ultimate dispatch of the Commission's business.

For these reasons, the State Broadcast Associations respectfully request that the Commission extend the date for filing comments to and including April 28, 2008 and the date for filing replies to and including June 11, 2008.

Respectfully submitted,

NAMED STATE BROADCASTERS ASSOCIATIONS

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Alabama Broadcasters Association, Alaska Broadcasters Association, Arizona Broadcasters Association, Arkansas Broadcasters Association, California Broadcasters Association, Colorado Broadcasters Association, Connecticut Broadcasters Association, Florida Association of Broadcasters, Georgia Association of Broadcasters, Hawaii Association of Broadcasters, Idaho State Broadcasters Association, Illinois Broadcasters Association, Indiana Broadcasters Association, Iowa Broadcasters Association, Kansas Association of Broadcasters, Kentucky Broadcasters Association, Louisiana Association of Broadcasters, Maine Association of Broadcasters, MD/DC/DE Broadcasters Association, Massachusetts Broadcasters Association, Michigan Association of Broadcasters, Minnesota Broadcasters Association, Mississippi Association of Broadcasters, Missouri Broadcasters Association, Montana Broadcasters Association, Nebraska Broadcasters Association, Nevada Broadcasters Association, New Hampshire Association of Broadcasters, New Jersey Broadcasters Association, New Mexico Broadcasters Association, The New York State Broadcasters Association, Inc., North Dakota Broadcasters Association, Ohio Association of

Broadcasters, Oklahoma Association of Broadcasters, Oregon Association of Broadcasters, Pennsylvania Association of Broadcasters, Rhode Island Broadcasters Association, South Carolina Broadcasters Association, South Dakota Broadcasters Association, Tennessee Association of Broadcasters, Texas Association of Broadcasters, Utah Broadcasters Association, Vermont Association of Broadcasters, Washington State Association of Broadcasters, West Virginia Broadcasters Association, Wisconsin Broadcasters Association, Wyoming Association of Broadcasters

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CERTIFICATE OF SERVICE

I, Julia Colish, a secretary with the law firm of Pillsbury Winthrop Shaw Pittman LLP, hereby certify that copies of the foregoing "**MOTION FOR EXTENSION OF DEADLINE FOR FILING OF COMMENTS AND REPLY COMMENTS**" were served via hand delivery on this 21st day of February 2008 to the following:

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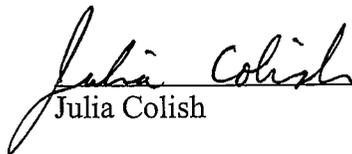
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