



**WRITERS
GUILD OF
AMERICA, WEST**

The Honorable Kevin Martin
Chairman, Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

October 14, 2008

Re: Request for Extension, MB Docket No. 08-90

Dear Chairman Martin:

The Writers Guild of America, West (WGAW) requests an extension of 30 days to reply to the comments in the NPRM/NOI proceeding regarding Sponsorship Identification Rules and Embedded Advertising, MB Docket 08-90.

We believe the Commission would benefit from commenters having ample time to respond to the detailed submissions of the advertisers, broadcasters and others. Over 150 distinct individuals and organizations submitted filings in this proceeding, constituting over 500 pages of written comments. In certain cases, these comments articulate detailed and complex arguments that require careful scrutiny and thoughtful analysis. An additional 30 days will afford the WGAW and others sufficient time to analyze the initial filings and to prepare the type of substantive response these important issues demand.

We appreciate your attention to this matter.

Sincerely,

John Kosinski
On behalf of Writers Guild of America, West