

October 26, 2011

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

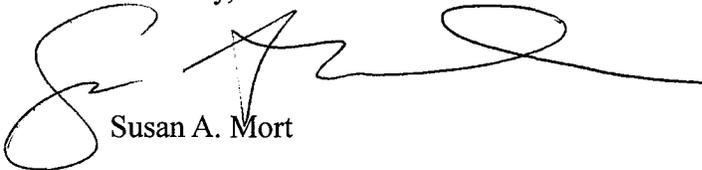
Re: *Ex Parte* Notice, Implementation of the Commercial Advertisement Loudness Mitigation Act, MB Docket No. 11-93

Dear Ms. Dortch:

On October 25, 2011, the undersigned had a brief telephone conversation with Michelle Carey of the Media Bureau regarding the above proceeding. Specifically, the conversation focused on practical considerations involving networks without advertising. As a result, the undersigned stressed the importance of maintaining the Commission's long-held definition of 'promotions' which, as the NPRM in the above proceeding notes, has meaning in other contexts.

Please contact me if you have any questions regarding this notice.

Sincerely,



Susan A. Mort

cc: William Lake
Nancy Murphy
Michelle Carey
Steven Broeckaert