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March 19, 2012

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**VIA ELECTRONIC FILING**

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

**Re: MB Docket No. 08-90, Sponsorship Identification Rules and Embedded Advertising**

Dear Ms. Dortch:

On March 15, 2012, Jessica Marventano, Senior Vice President, Government Affairs of Clear Channel Communications, Inc. ("Clear Channel"); Richard J. Bodorff and the undersigned of Wiley Rein LLP; and Lawrence R. Sidman met with William Lake, Robert Ratcliffe, Peter Doyle, Tom Hutton, and Dorann Bunkin of the FCC's Media Bureau.

During the meeting, Ms. Marventano discussed how Clear Channel Media and Entertainment is striving to take meaningful steps to benefit its listeners and artists and to enhance competition in the audio space. She also emphasized the ways in which the Internet and broadband technology offer Clear Channel the opportunity to make its content available to anyone, anywhere, at any time, and enhance its ability to carry out its public interest obligations and how radio, therefore, can be an important part of the broadband age. In addition, the meeting participants discussed the applicability of sponsorship identification requirements to promotional relationships between radio broadcasters and their affiliates or third parties. Further, they discussed issues related to the required frequency and nature of sponsorship identification announcements for radio.

Respectfully submitted,

/s/ Eve Klindera Reed

cc (via email):

William Lake  
Peter Doyle  
Dorann Bunkin

Robert Ratcliffe  
Tom Hutton