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October 16, 2012

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12 St. SW
Washington, DC 20554

Re: *Petition for Declaratory Ruling Regarding Zevo-3*, MB Docket No. 10-190

Dear Ms. Dortch:

Campaign for a Commercial Free Childhood (“CCFC”) withdraws its Petition for a Declaratory Ruling that the Broadcast of Skechers’ *Zevo-3* Violates the Public Interest. Because Nickelodeon is no longer airing this program, CCFC believes there is no longer a need for a declaratory ruling on this matter.

Nonetheless, CCFC emphasizes that the FCC has the responsibility to protect children from excessive commercialism and the intermixture of commercial and program material. We continue to support Dr. Dale Kunkel’s proposal that the Commission issue a new rulemaking to reexamine and clarify its policy against children’s program-length commercials. *See* Comments of Dale Kunkel, MB Docket No. 10-190 (filed Oct. 26, 2010). A new rulemaking would provide the Commission with an opportunity to consider how to best protect

children in light of changes in technologies and marketing practices and recent research regarding the impact of advertising on children.

Respectfully Submitted,

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Counsel for CCFC

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