

Commission's NOI. The first request was filed December 29, 2009 by the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies, the Direct Marketing Association, the Interactive Advertising Bureau, and the Promotion Marketing Association. The second request for an extension of time was filed January 7, 2010 by the Children's Food and Beverage Advertising Initiative and the Children's Advertising Review Unit of the Council of Better Business Bureaus, Inc. Both filings request that the comment and reply comment dates be extended by thirty days each in order to permit preparation of full responses to the multiple issues raised in this proceeding, particularly in light of the intervening year-end holidays that fell in the middle of the current comment period. The NOI was released on October 23, 2009 and was published in the **Federal Register** on November 24, 2009. The comment date was set at 60 days after **Federal Register** publication (i.e., by January 25, 2010), and the reply comment date was set at 90 days after **Federal Register** publication (i.e., by February 24, 2010).

We believe that granting the requests for extension of time will facilitate the compilation of a more complete record in this proceeding. We conclude, therefore, that doing so is in the public interest. Accordingly, parties will have until Wednesday, February 24, 2010 to file comments and until Friday, March 26, 2010 to file reply comments.

Accordingly, *it is ordered* that, pursuant to Sections 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. 154(i), 154(j), and 155(c), and Sections 0.61, 0.283, and 1.46 of the Commission's rules, 47 CFR 0.61, 0.283, and 1.46, the date for filing comments and reply comments in response to the NOI in this proceeding are extended to February 24, 2010 and March 26, 2010, respectively.

Federal Communications Commission.

**William T. Lake,**

*Chief, Media Bureau.*

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## FEDERAL COMMUNICATIONS COMMISSION

### 47 CFR Part 73

[DA 10-23; MB Docket No. 09-204; RM-11580]

### Radio Broadcasting Services, Peach Springs, Arizona

**AGENCY:** Federal Communications Commission.

**ACTION:** Proposed rule.

**SUMMARY:** The Audio Division seeks comments on a petition filed by Cochise Media Licenses, LLC, proposing the allotment of FM Channel 281C3 at Peach Springs, Arizona. The reference coordinates for Channel 281C3 at Peach Springs are 35-33-46 NL and 113-27-12 WL.

**DATES:** Comments must be filed on or before March 1, 2010, and reply comments on or before March 16, 2010.

**ADDRESSES:** Federal Communications Commission, 445 12th Street, SW, Washington, DC 20554. In addition to filing comments with the FCC interested parties should serve the petitioner, as follows: Susan A. Marshall, Esq., and Anne Goodwin Crump, Esq., Fletcher, Heald & Hildreth, PLC, 1300 N. 17th Street - Eleventh Floor, Arlington, Virginia 22209 (Counsel for Cochise Media Licenses, LLC).

**FOR FURTHER INFORMATION CONTACT:** Andrew J. Rhodes, Media Bureau, (202) 418-2180.

**SUPPLEMENTARY INFORMATION:** This is a summary of the Commission's Notice of Proposed Rule Making, MB Docket No. 09-204, adopted January 6, 2010, and released January 8, 2010. The full text of this Commission document is available for inspection and copying during normal business hours in the FCC Reference Information Center (Room CY-A257), 445 12th Street, SW., Washington, DC.

The complete text of this decision may also be purchased from the Commission's copy contractor, Best Copy and Printing, Inc., 445 12th Street, SW, Room CY-B402, Washington, DC 20554, 800-378-3160 or via the company's website, <<http://www.bcpiweb.com>>.

The proposed channel at Peach Springs is part of a hybrid application and rulemaking proceeding. In the application (File No. BNP-20091016ADO), Cochise Media Licenses, the tentative selectee in Auction 79 and applicant for a new FM station on Channel 268C3 at Peach Springs, Arizona, proposes a minor

modification from Channel 268C3 at Peach Springs to Channel 267C2 at Oatman, Arizona. To retain a first local service at Peach Springs and to accommodate a first local service at Oatman, the Notice of Proposed Rule Making proposes the allotment of Channel 281C3 at Peach Springs.

This document does not contain proposed information collection requirements subject to the Paperwork Reduction Act of 1995, Public Law 104-13. In addition, therefore, it does not contain any proposed information collection burden "for small business concerns with fewer than 25 employees," pursuant to the Small Business Paperwork Relief Act of 2002, Public Law 107-198, see 44 U.S.C. 3506(c)(4).

Provisions of the Regulatory Flexibility Act of 1980 do not apply to this proceeding.

Members of the public should note that from the time a Notice of Proposed Rule Making is issued until the matter is no longer subject to Commission consideration or court review, all ex parte contacts are prohibited in Commission proceedings, such as this one, which involve channel allotments. See 47 CFR Section 1.1204(b) for rules governing permissible ex parte contact. For information regarding proper filing procedures for comments, see 47 CFR 1.4125 and 1.420.

### List of Subjects in 47 CFR Part 73

Radio, Radio broadcasting.

For the reasons discussed in the preamble, the Federal Communications Commission proposes to amend 47 CFR part 73 as follows:

### PART 73—RADIO BROADCAST SERVICES

1. The authority citation for part 73 continues to read as follows:

Authority: 47 U.S.C. 154, 303, 334, 336.

Section 73.202 [Amended]

2. Section 73.202(b), the Table of FM allotments under Arizona, is amended by adding Channel 281C3 at Peach Springs.

Federal Communications Commission.

*John A. Karousos,*

*Assistant Chief,*

*Audio Division,*

*Media Bureau.*

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