

FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

November 1, 2010

Alex Hunt
Chief, Information Policy Branch
Office of Information and Regulatory Affairs
Office of Management and Budget
Washington, D.C. 20503

Dear Mr. Hunt:

The Federal Communications Commission (Commission) requests OMB approval to submit the attached information collection under the “emergency processing” provisions of the Paperwork Reduction Act of 1995 (5 CFR 1320.13). The Commission is requesting clearance for a new information collection in the form of a consumer survey related to the Commission’s Media Ownership proceeding. The Commission is asking for a 17-day public comment period. The Commission will make the emergency submission to OMB on the first day that the public comment begins. Therefore, OMB will be able to begin its review of the collection at the same time that the Commission is seeking comments from the public. The Commission requests OMB approval for this information collection 17 days after OMB receives this request.

The Commission respectfully requests emergency processing and approval from OMB because this information collection is critical to the development and completion of its statutorily-mandated proceeding required pursuant to Section 202(h) of the 1996 Telecommunications Act. Specifically, the Commission is required to review its media ownership rules quadrennially to determine whether its rules “are necessary in the public interest as the result of competition.” The Commission is then required to repeal or modify any regulation it determines no longer serves the public interest. The consumer survey and associated study will be used in its determination.

In June 2010, the Commission’s Media Bureau sought Requests for Quotation for studies that would define a performance metric related to the public interest goals the Commission seeks to promote through its media ownership rules. The consumer survey will collect information regarding how much time people spend as consumers of various media and how people get news and information. Based on the results of the survey, the contractor will conduct a study to examine the impact of local media market structure on consumer satisfaction with available broadcast radio and television service.

Due to a significant delay in obtaining funding, the Commission was not able to award the bid to conduct the survey and associated study until September 30, 2010. The contractor had 30 days to develop the survey and provide it to the FCC for submission to OMB. Upon approval by OMB, the contractor is required to submit a draft of the study to the Commission by January 5, 2011, with the final study due by January 31, 2011.

Therefore, we request emergency approval to allow sufficient time for the contractor to administer the survey and complete the study as part of the Commission's media ownership proceeding.

Thank you very much for your consideration of our request. Please let us know if you have any questions.



Mindy Ginsburg
Deputy Managing Director
Office of Managing Director
Federal Communications Commission

Enclosure