



Federal Communications Commission
Washington, D.C. 20554

November 10, 2010

Nicholas A. Fraser
Office of Information and Regulatory Affairs
Office of Management and Budget
Washington, D.C. 20503

Dear Mr. Fraser:

The Commission would first like to note a correction to its November 1 letter. Regrettably, in explaining the need for an expedited review of the Consumer Survey, the Commission erroneously stated that the contractor is required to submit a draft of the *study* (Study 2) to the Commission by January 5, 2011 with the final study due by January 31, 2011. We meant to state that the raw data containing the Survey results must be delivered to the Commission and the contractor for Study 3 by January 5th, and that the final draft of Study 3 is due January 31st. The draft Study 2 is due February 15th and the final study is due March 31st. Under the contract with the vendor performing this work, we are unable to extend the current study deadlines without incurring significant additional cost.

To complete their work on time, the contractors are working on a presumed timetable that the Survey will be distributed in the beginning of December. If the timetable holds, they can complete the draft Study 2 by February 15 and finalize the study six weeks later.

As we stated in the initial letter, the emergency request is critical to the development and completion of the Commission's statutorily-mandated Media Ownership proceeding. Pursuant to Section 202(h) of the 1996 Telecommunications Act, 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," and the Commission is then required to repeal or modify any regulation it determines no longer serves the public interest. We issued a Notice of Inquiry on May 25, 2010. The Commission is required to complete a Notice of Proposed Rulemaking and a Report and Order to adopt media ownership rules. The Commission anticipates completing this process as timely as possible. The Consumer Survey and Studies 2 and 3 will be used in the Commission's determination. The Consumer Survey that is the subject of this request is the only survey the Commission intends to conduct with respect to this proceeding. None of the other studies we have commissioned have information collection requirements.

There are many time-consuming steps that must take place before and after the Survey is administered. Prior to issuing the Survey, Knowledge Networks (KN) will conduct three focus groups, two using a written version of the Survey and one using an online version

of the Survey. Once the Consumer Survey has been tested and necessary adjustments are made, the Survey must be distributed to the respondents. Assuming OMB approval by November 22, and after allowing time for testing, we expect the Survey to be distributed online in early December. The respondents then will have up to four weeks to complete the Survey online. Four weeks is the ideal time period to allow for survey completion based on the number of responses needed for the data to be accurate and useful to the authors of Studies 2 and 3. After completion of the Survey, KN will collect the data results. The data results from the Survey are due January 5, 2011. Then, the contractors will begin to analyze the data and begin the study, which will include reviewing 2,500 variables. The Study 2 contractors have less than four months to create the study, even under the emergency processing request. Any delay in administering the survey will make the contractors' already tight deadlines unworkable.

We greatly appreciate the opportunity to supplement our original request with more information regarding the need for expedited review. Please do not hesitate to contact us with any additional questions you may have regarding our request.



Joseph Hall
Deputy Managing Director
Office of Managing Director