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October 7, 2016

Mr. Peter H. Doyle
Chief, Audio Division
Media Bureau
Federal Communications Commission
445 12th Street, NW
Washington, DC 20554

Re: 1800B3-PPD
WSRV(FM), Gainesville, Georgia, Facility ID No. 59970
File Nos. BRH-20031205ACS, BRH-20111128ESM
WALR-FM, Palmetto, Georgia, Facility ID No. 48728
File No. BRH-20111128ERH

Dear Mr. Doyle:

On behalf of Cox Radio, Inc. ("Cox Radio"), this letter is in response to your September 15, 2016 letter regarding the above-referenced stations.¹ Cox Radio hereby requests a brief, forty-five (45) day extension of time to amend the above-referenced license renewal applications (the "Renewal Applications") and provide a supplement to the requests for waiver of the Commission's newspaper/broadcast cross-ownership rule (the "NBCO Rule") for WSRV(FM), Gainesville, Georgia, and WALR-FM, Palmetto, Georgia, consistent with the guidelines established by the Commission's *2014 Quadrennial Review Order*.² The Bureau Letter directed that waiver requests be filed by October 24, 2016. This request would extend the filing date until Thursday, December 8, 2016. For the reasons set forth below, Cox Radio submits that good

¹ See Letter to Christina H. Burrow from Peter Doyle, Chief, Media Bureau, FCC Ref. No. 1800B3-PPD, dated September 15, 2016 (the "Bureau Letter").

² 2014 Quadrennial Review of Broadcast Ownership Rules, *Second Report and Order*, MB Docket Nos. 14-50, et al., FCC 16-107 (released August 25, 2016) (the "*2014 Quadrennial Review Order*"). Cox Radio already has filed cross-ownership related supplements to the renewal applications for WHKO(FM), Dayton, Ohio, Facility ID No. 14245 (File Nos. BRH-20040601BNZ, BRH-20120530AOJ) and WHIO(AM), Dayton, Ohio, Facility ID No. 14244 (File No. BRH-20120530AOG).



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cause exists for the extension and that grant of this request would serve the public interest.

As the Bureau Letter notes, the *2014 Quadrennial Review Order* triggered a requirement for Cox Radio to make supplemental submissions on behalf of WSRV(FM) and WALR-FM in the Atlanta, Georgia market regarding compliance with the NBCO Rule.³ Under the waiver standards set forth in the *2014 Quadrennial Review Order*, the Commission has indicated that it will focus its review on the absence of undue harm to viewpoint diversity. While this was always a part of the FCC's analysis, the Commission's new focus on that area requires Cox Radio to conduct significantly more information gathering about the diversity of viewpoints available in the Atlanta market during the almost 20-year period it has owned the stations. Promptly following release of the *2014 Quadrennial Review Order*, Cox Radio sought to retain a market consultant to help gather this data, but the necessary market research is unlikely to be completed before the current October 24 filing deadline. In addition, Cox Radio is relying on an engineering consultant to produce a revised technical showing with respect to WSRV(FM). The engineering firm that produced the data and report for the initial WSRV(FM) technical showing is no longer doing business, so preparation of an additional engineering report must be done from scratch. Cox Radio will need the additional time requested herein to complete, assess, and incorporate these detailed market and technical studies to provide the Commission with a thorough basis for evaluating any requested waivers.

The public interest will be served by granting this brief extension. Although requests for extension of time are not routinely granted, the Commission and the Media Bureau have repeatedly found that the public benefits when issues before the Commission are fully developed and discussed.⁴ In this case, the issue will be whether Cox Radio can continue to own and operate properties that have been serving the Atlanta market under Cox Radio ownership for nearly two decades. All interested parties will benefit from submission of a showing that provides the Commission with as much basis for action as

³ See *id.* (citing 2006 Quadrennial Regulatory Review -Review of the Comm'n's Broad. Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecomms. Act of 1996, *Order*, 26 FCC Rcd 14159, paras. 1 and 3 (2011) and 2006 Quadrennial Regulatory Review -Review of the Comm'n's Broad. Ownership Rules c~ Other Rules Adopted Pursuant to Section 202 of the Telecomms. Act of 1996, *Order*, 27 FCC Rcd 231, paras. 1 and 3 (2012) (Extension Order) (extending the deadline to file the permanent waiver request "until 60 days after the release of an order in the ongoing media ownership quadrennial review that adopts a final newspaper/broadcast cross-ownership rule").

⁴ See, e.g., *Bellizi Broadcasting Network, Inc., Memorandum Opinion and Order*, 30 FCC Rcd 13972 n.1 (2016).



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possible. Cox Radio is asking the Commission for the time necessary to make such a showing.

For the foregoing reasons, Cox Radio requests that the Commission grant an extension of time through December 8, 2016 to file the supplements for WSRV(FM) and WALR-FM required by the Bureau Letter and the *2014 Quadrennial Review Order*.

Very truly yours.

A handwritten signature in black ink, appearing to read "Michael D. Basile", is written over a horizontal line.

Michael D. Basile
Counsel for Cox Radio, Inc.

cc: Ms. Parul Desai