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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Before the  
**FEDERAL COMMUNICATIONS COMMISSION**  
Washington, D.C. 20554

In the Matter of )  
 )  
Newspaper/Radio Cross-Ownership ) MM Docket No. 96-197  
Waiver Policy )

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**REPLY COMMENTS OF JACOR COMMUNICATIONS, INC.**

Jacor Communications, Inc. ("Jacor"), by its attorneys, hereby submits this brief Reply to note the many inaccuracies in the Comments of the Lexington Herald-Leader (the "Herald-Leader") filed in this proceeding (the "Comments").

Jacor takes no position on the proposed revisions to the newspaper-radio ownership rules. Rather, Jacor is taking this opportunity to dispel the impression fostered by Herald-Leader in its Comments that group-owned radio stations are less responsive to local news than stand-alone stations. If anything, group-owned stations, with more depth of talent and resources, are more likely to be responsive to local needs.

Specifically, Herald-Leader is flat out wrong when it states that only one commercial radio station in Lexington has its own news operation. See Comments at 2. Each of Jacor's Lexington stations broadcast a minimum

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of six newscasts each weekday -- all locally produced and voiced by Jacor personnel. An average of 75% of the news stories are local stories.

WLAP(AM), a Jacor sports/talk format station, presents a variety of programs based on local interests, such as local college sporting events and discussions of these events. 1/

Jacor's Lexington stations also participated recently with six other Lexington stations to raise \$15,000 for Kentucky flood relief. This effort, which was supported by all-day remote broadcasts from Lexington-area malls, enabled four tractor-trailers to be filled with bottled water, canned food and cleaning supplies for Kentucky flood victims.

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1/ The Herald-Leader's list of "Jacor Holdings" (attached to the Comments) are replete with factual errors. For example, Jacor currently owns through a subsidiary only three radio stations in Lexington -- WLAP(AM) and WMXL(FM), Lexington, and WWYC(FM), Winchester. The other "Jacor" Lexington stations listed by Herald-Leader (assuming WLKY refers instead to WLKT) are under contract for sale to a subsidiary of Jacor. Not only have these stations not yet been acquired by Jacor, but they also are not presently subject to any time brokerage or joint sale arrangements. Herald-Leader's lists of "Jacor" Louisville and Cincinnati station, are similarly inaccurate in many respects. In particular, for those stations which are subject to joint sales agreements, Jacor handles certain advertising sales for such stations, but not programming.

Thus, Herald-Leader is mistaken as to what local programming and community efforts are provided by Jacor's stations, and its conclusion that only small broadcasters meet local needs is similarly flawed.

Respectfully submitted,

HOGAN & HARTSON L.L.P.

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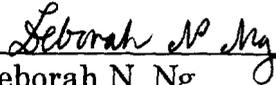
Counsel for Jacor Communications, Inc.

March 21, 1997

**CERTIFICATE OF SERVICE**

I, the undersigned, do hereby certify that a copy of the foregoing Reply Comments of Jacor Communications, Inc., was mailed, postage prepaid by first class mail, this 21st day of March 1997, to the following:

Mr. Timothy M. Kelly  
President & Publisher  
Lexington Herald-Leader  
100 Midland Avenue  
Lexington, Kentucky 40508-1999

  
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Deborah N. Ng