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RECEIVED

JAN - 5 1999

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

January 5, 1999

BY HAND

Magalie Salas, Esquire
Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Re: Reply Comments in FM Allocations Rulemaking
for Cross Plains, Texas, MM Docket 98-198

Dear Ms. Salas:

Enclosed herewith on behalf of Equicom, Inc. are an original and four copies of its Reply Comments to the joint Counterproposal of Gulfwest Broadcasting Company and Sonoma Media Corporation.

Should there be any questions regarding this matter, kindly communicate directly with the undersigned.

Very truly yours,

Kathleen Victory

Enclosure

cc: Service as shown on attached Certificate of Service

No. of Copies rec'd 4
List ABCDE
MMB

Equicom, Inc. hereby reconfirms its agreement to cooperate with WBAP's counterproposal and, provided the WBAP counterproposal is adopted by the Commission, to modify its channel to Channel 291A.

Equicom, Inc. also signed a consent statement which was submitted with the Comments and Counterproposal of Gulfwest Broadcasting Company ("Gulfwest") and Sonoma Media Corporation ("Sonoma") in this proceeding on December 21, 1998, in which it consented to a proposed modification of KBAL-FM's channel from Channel 246A to Channel 291A. However, upon review of its written agreement with FBM and WBAP, Equicom, Inc. now realizes that its consent to cooperate with the Gulfwest and Sonoma counterproposal is contrary to its written agreement with FBM and WBAP. Thus, Equicom, Inc. hereby withdraws the consent statement submitted with the Gulfwest and Sonoma counterproposal.

FBM and WBAP have approached Equicom to consent to modification of KBAL-FM to Channel 289A rather than Channel 291A. As indicated in the attached consent statement, Equicom, Inc. has now agreed with FBM and WBAP to modify the KBAL-FM channel from Channel 246A to Channel 289A.

Although Equicom, Inc. does not believe that the provisions of Section 1.420(j) apply, Equicom nevertheless states that neither it nor its principals has received, nor will receive, any consideration in exchange for the withdrawal of the Equicom, Inc. consent statement submitted with the Gulfwest and Sonoma counterproposal in this proceeding.

Respectfully submitted,

Equicom, Inc.



By: Frank R. Jazzo
Kathleen Victory
Its Counsel

Fletcher, Heald & Hildreth, P.L.C.
1300 N. 17th Street
11th Floor
Arlington, Virginia 22209
(703) 812-0400
January 5, 1999

**Station KBAL
San Saba, Texas**

Equicom, Inc. ("Equicom"), licensee of Station KBAL, San Saba, Texas, hereby agrees to have Station KBAL's license modified to change channel from Channel 246A to Channel 289A at its current site. Equicom will file an application to implement the channel change should the Commission approve the amendment to the Table of Allotments. Equicom understands that this statement may be used in a filing with the Federal Communications Commission and hereby authorizes its use for that purpose.

I verify that this statement is true and accurate to the best of my knowledge, information and belief and is made in good faith.

EQUICOM, INC.

By: W. Bennett Spring

Its: Chief Operating Officer

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

In the Matter of) MM Docket No. 98-198
)
Amendment of Section 73.202(b))) RM- 9304
Table of Allotments)
FM Broadcast Stations)
(Cross Plains, Texas))

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

Reply Comments

Equicom, Inc., licensee of radio station KBAL-FM, San Saba, Texas, pursuant to Section 1.415 of the Commission's Rules hereby submits the instant Reply Comments in the above referenced proceeding.

Equicom, Inc. agreed to cooperate with First Broadcasting Management, LLC ("FBM") in connection with a counterproposal submitted by FBM, Gain-Air, Inc. and KCYT-FM License Corporation on November 25, 1998, which would require the modification of KBAL-FM's existing channel from Channel 246A to Channel 291A at its existing site at San Saba, Texas. FBM's counterproposal submitted a consent statement from Equicom, Inc. reflecting its consent. Equicom, Inc. hereby reconfirms its agreement to cooperate with FBM's counterproposal and, provided the FBM counterproposal is adopted by the Commission, to modify its channel to Channel 291A.

In addition, Equicom, Inc. agreed to cooperate with WBAP/KSCS Operating, Ltd. ("WBAP") in connection with a counterproposal submitted by WBAP and Blue Bonnett Radio, Inc. on December 21, 1998, which would require the modification of KBAL-FM's existing channel from Channel 246A to Channel 291A at its existing site at San Saba, Texas. WBAP's counterproposal submitted a consent statement from Equicom, Inc. reflecting its consent.

Equicom, Inc. hereby reconfirms its agreement to cooperate with WBAP's counterproposal and, provided the WBAP counterproposal is adopted by the Commission, to modify its channel to Channel 291A.

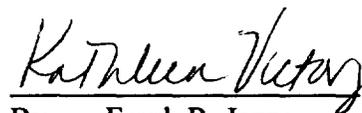
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FBM and WBAP have approached Equicom to consent to modification of KBAL-FM to Channel 289A rather than Channel 291A. As indicated in the attached consent statement, Equicom, Inc. has now agreed with FBM and WBAP to modify the KBAL-FM channel from Channel 246A to Channel 289A.

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Kathleen Victory
Its Counsel

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In addition, Equicom, Inc. agreed to cooperate with WBAP/KSCS Operating, Ltd. ("WBAP") in connection with a counterproposal submitted by WBAP and Blue Bonnett Radio, Inc. on December 21, 1998, which would require the modification of KBAL-FM's existing channel from Channel 246A to Channel 291A at its existing site at San Saba, Texas. WBAP's counterproposal submitted a consent statement from Equicom, Inc. reflecting its consent.

Equicom, Inc. hereby reconfirms its agreement to cooperate with WBAP's counterproposal and, provided the WBAP counterproposal is adopted by the Commission, to modify its channel to Channel 291A.

Equicom, Inc. also signed a consent statement which was submitted with the Comments and Counterproposal of Gulfwest Broadcasting Company ("Gulfwest") and Sonoma Media Corporation ("Sonoma") in this proceeding on December 21, 1998, in which it consented to a proposed modification of KBAL-FM's channel from Channel 246A to Channel 291A. However, upon review of its written agreement with FBM and WBAP, Equicom, Inc. now realizes that its consent to cooperate with the Gulfwest and Sonoma counterproposal is contrary to its written agreement with FBM and WBAP. Thus, Equicom, Inc. hereby withdraws the consent statement submitted with the Gulfwest and Sonoma counterproposal.

FBM and WBAP have approached Equicom to consent to modification of KBAL-FM to Channel 289A rather than Channel 291A. As indicated in the attached consent statement, Equicom, Inc. has now agreed with FBM and WBAP to modify the KBAL-FM channel from Channel 246A to Channel 289A.

Although Equicom, Inc. does not believe that the provisions of Section 1.420(j) apply, Equicom nevertheless states that neither it nor its principals has received, nor will receive, any consideration in exchange for the withdrawal of the Equicom, Inc. consent statement submitted with the Gulfwest and Sonoma counterproposal in this proceeding.

Respectfully submitted,

Equicom, Inc.



By: Frank R. Jazzo
Kathleen Victory
Its Counsel

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January 5, 1999

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I verify that this statement is true and accurate to the best of my knowledge, information and belief and is made in good faith.

EQUICOM, INC.

By: W. Bennett Springs

Its: Chief Operating Officer

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To: Chief, Allocations Branch
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In addition, Equicom, Inc. agreed to cooperate with WBAP/KSCS Operating, Ltd. ("WBAP") in connection with a counterproposal submitted by WBAP and Blue Bonnett Radio, Inc. on December 21, 1998, which would require the modification of KBAL-FM's existing channel from Channel 246A to Channel 291A at its existing site at San Saba, Texas. WBAP's counterproposal submitted a consent statement from Equicom, Inc. reflecting its consent.

Equicom, Inc. hereby reconfirms its agreement to cooperate with WBAP's counterproposal and, provided the WBAP counterproposal is adopted by the Commission, to modify its channel to Channel 291A.

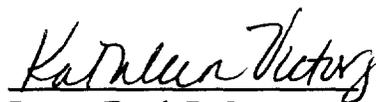
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Kathleen Victory
Its Counsel

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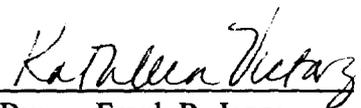
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Kathleen Victory
Its Counsel

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I verify that this statement is true and accurate to the best of my knowledge, information and belief and is made in good faith.

EQUICOM, INC.

By: Le Bennett Springs
Its: Chief Operating Officer

CERTIFICATE OF SERVICE

I, Lisa M. Balzer, a secretary in the law firm of Shook, Hardy & Bacon, do hereby certify that I have on this 5th day of January, 1999 caused to be mailed by first class mail, postage prepaid, copies of the foregoing "Joint Reply Comments" to the following:

- * Kathleen Scheuerle
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Room 556
Washington, DC 20554
- * Robert Hayne, Esq.
Federal Communications Commission
Allocations Branch
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- Chuckie Broadcasting, Co.
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- Watts Communications, Inc.
Stations KXYL-FM and KSTA-FM
Mr. Phil Watts, President
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Station KVRW(FM)
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and proponent for Antlers, OK)

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Rob Dean, President
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(Counsel for Jason Fritz)

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(Counsel to BK Radio)

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200 E. Wilbarger
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(Licensee of KVWC(FM))

Monroe-Stephens Broadcasting, Inc.
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(Licensee of KKEN(FM) and KRPT(FM))

Lauren A. Colby, Esq.
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Frederick, MD 21705-0113
(Counsel to Monroe-Stephens Broadcasting,
Inc.)

Cumulus Licensing Corp.
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Milwaukee, WI 53202
(Licensee of KQXC(FM) and KYYI(FM))

KWFS-FM Sub, L.P.
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Lafayette Hill, PA 19444
(Licensee of KWFS(FM))

Peter Gutmann, Esq.
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(Counsel to KWFS-FM Sub, L.P.)

Harold Cochran
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(Licensee of KDDQ(FM))

George S. Flinn, Jr.
188 South Bellevue #222
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(Applicant for Alva, Oklahoma)

Ballard Broadcasting of Oklahoma, Inc.
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(Licensee of KHKC(FM))

Joseph E. Dunne, III
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(Counsel to Ballard Broadcasting)

M & M Broadcasters, Ltd.
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(Licensee of KWOW(FM))

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(Counsel to Oara, Inc.)

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Timothy K. Brady, Esq.
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(Counsel to Chuckie Broadcasting)

Contours, Inc.
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(Applicant for Dickson, Oklahoma)

Redwood Broadcasting, Inc.
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Carefree, AZ 85377
(Applicant for Dickson, Oklahoma)

Stephen C. Simpson, Esq.
1090 Vermont Avenue, NW
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Washington, DC 20005

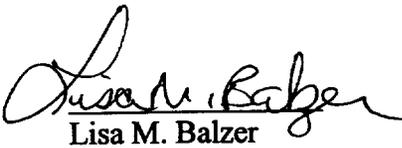
Rolling Plains Broadcasting Corp.
Box 1118
1406 N. First
Haskell, TX 79521
(Station KVRP, Haskell, Texas)

Delbert Foree
2800 34th Street
Snyder, TX 79549
(Applicant at Snyder, Texas)

Oara, Inc.
P.O. Box 11196
College Station, TX 77842
(Applicant for Dickson, Oklahoma)

Frances Beane
7912 Joliet
Lubbock, TX 79423
(Applicant at Snyder, Texas)

Highland Broadcasters
P.O. Box 628
Lake Havasu City, AZ 86405
(Applicant at Snyder, Texas)


Lisa M. Balzer

* HAND DELIVERED