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December 11, 2000

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Magalie Roman Salas, Esq.
Secretary
Federal Communications Commission
The Portals
445 12th Street, SW
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: MM Docket No. 00-180, RM-9956
Reply Comments of Media General Communications, Inc.

Dear Ms. Salas:

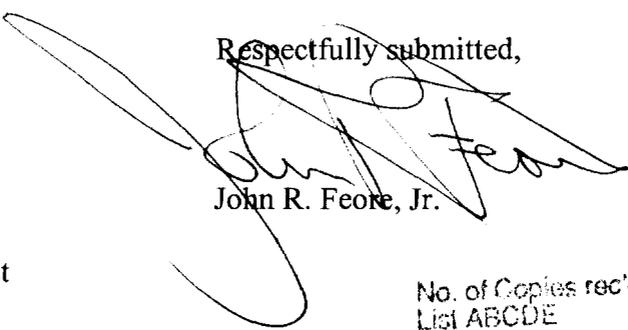
On behalf of Media General Communications, Inc. ("Media General"), we hereby submit these Reply Comments on the *Notice of Proposed Rule Making* in MM Docket No. 00-180.

The *Notice* seeks comments on the petition (the "Petition") of Fort Myers Broadcasting Company for amendment of the DTV Table of Allotments to substitute Channel 9 in lieu of Channel 53 for the paired DTV allocation of WINK-TV, Ft. Myers, Florida. Media General is the licensee of WFLA-TV, Tampa, Florida, which operates on a frequency (Channel 8) that would be co-channel to the proposed new DTV frequency for WINK-TV.

After a thorough review of the record in this proceeding, Media General has concluded that the Comments of Post-Newsweek Stations Florida, Inc. and Cox Broadcasting, Inc. have raised serious questions of loss of service to the public as well as increased interference to existing full-power television stations. For these reasons, Media General respectfully urges the Commission to consider fully the effects of the proposed channel change as outlined in the Post-Newsweek and Cox Comments.

Please let us know if you have any questions about these Reply Comments.

Respectfully submitted,


John R. Feore, Jr.

cc: Attached Service List

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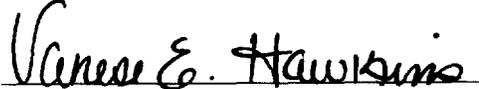
CERTIFICATE OF SERVICE

I, Vanese E. Hawkins, a secretary at the law firm of Dow, Lohnes & Albertson, do hereby certify that on this 11th day of December, 2000, the foregoing "REPLY COMMENTS OF MEDIA GENERAL COMMUNICATIONS, INC." was served via first class mail (except where hand delivery is noted by an asterisk) to the following:

Joseph A. Belisle, Esquire
Leibowitz & Associates, P.A.
One SE 3rd Avenue, Suite 1450
Miami, Florida 33131
(*Fort Myers Broadcasting Company*)

Jonathan D. Blake, Esquire
Covington & Burling
1201 Pennsylvania Avenue, N.W.
Washington, D.C. 20004
(*Post-Newsweek Stations Florida, Inc.*)

Kevin F. Reed, Esquire*
Dow, Lohnes & Albertson, P.L.L.C.
1200 New Hampshire Avenue, N.W.
Suite 800
Washington, D.C. 20036
(*Cox Broadcasting, Inc.*)


Vanese E. Hawkins