

BEFORE THE
Federal Communications Commission
WASHINGTON, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)
)
Amendment of Section 73.202(b),)
Table of Allotments,)
FM Broadcast Stations)
)
(Saint Joseph, Louisiana))
)

MM Docket No. 01-19
RM-10048

To: Chief, Allocations Branch

REPLY COMMENTS OF RUSTON BROADCASTING COMPANY, INC.

Ruston Broadcasting Company, Inc. ("RBC"), by its attorneys, hereby submits the following comments in reply to the June 5, 2001 Reply Comments of Wisner Broadcasting Company ("WB") in MM Docket No. 01-27 which asked that RBC's Counterproposal in the above-captioned proceeding be dismissed.^{1/}

WB argues that RBC's Counterproposal is defective because it anticipated the dismissal of a counterproposal in MM Docket No. 00-28 to add Channel 257C1 to Linden, Texas (the "Linden Proposal"). WB's argument is entirely without merit and should be summarily dismissed.

The Linden Proposal was submitted to the FCC by the same counsel as represents WB and Saint Joseph Broadcasting Company, the proponent in the above-captioned proceeding. That same counsel knows that the Linden Proposal was never acceptable because it was obviously short-spaced to RBC's FM station KNBB, Ruston, Louisiana. See RBC's January 17,

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^{1/} See footnote 2 of WB's June 5, 2001 Reply Comments in MM Docket No. 01-27.

2001Reply to Counterproposal in MM Docket No. 00-28. The Linden Proposal was a nullity from the time it was filed and is not the type of existing facility or valid proposal that the Commission requires parties to take into account in presenting counterproposals. To accept WB's argument would only serve to facilitate disingenuous allotment gamesmanship to the clear detriment of the public interest.^{2/}

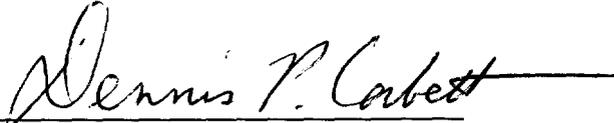
RBC's Counterproposal fully meets the FCC's underlying concern here -- it can be effectuated at time of grant. Indeed, RBC notes that the defective Linden Proposal had been voluntarily withdrawn at the time RBC advanced its counterproposal. MM Docket No. 00-228 was resolved on May 18, 2001.

RBC urges that its Counterproposal in this proceeding be granted.

Respectfully submitted,

RUSTON BROADCASTING COMPANY, INC.

By:


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October 22, 2001

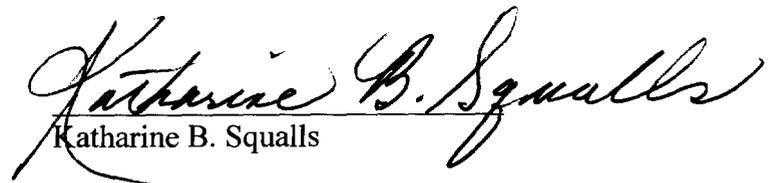
Its Attorney

^{2/} The cases involving technical correctness and substantial completeness cited by WB involve impermissible conflicts with existing facilities or proposals and counterproposals which are themselves technically correct and complete.

CERTIFICATE OF SERVICE

I, Katharine B. Squalls, hereby certify that a true and correct copy of the foregoing
"Reply Comments of Ruston Broadcasting Company, Inc." was sent first class postage-prepaid
this 22nd day of October 2001 to the following:

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