

FEDERAL COMMUNICATIONS COMMISSION
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MEDIA BUREAU
AUDIO DIVISION
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July 11, 2019

Matadors, LLC
P.O. Box 221376
Santa Clara, CA 91322-1376

Re: Matadors, LLC
WQMS(AM), Quitman, Mississippi
Facility Identification Number: 54325
Special Temporary Authority

Dear Applicant:

This is in reference to the request filed July 11, 2019, on behalf of Matadors, LLC ("Matadors"). Matadors requests special temporary authority ("STA") to operate station WQMS(AM) from an alternate site location with a long-wire antenna.¹ In support of the request, Matadors states the station has been silent due to the loss of its licensed transmitter site and wants to return to broadcasting. The station went silent on July 12, 2018 and therefore the station's license will automatically expire if broadcast operations do not commence by 12:01 a.m., July 13, 2019. Thus, the station is requesting STA to operate with a long-wire antenna from an alternate site location.

Specifically, WQMS(AM) requests an STA to operate daytime only with a long wire emergency antenna from a site located 1.7 miles away from the station's licensed site. Operation is proposed with a 164 foot long-wire suspended 16 feet above ground level between two wooden poles. A power of 100 watts is proposed.

STA requests which involve a change in transmitter site must include four critical elements: (1) Loss of the licensed site must be beyond the licensee's control; (2) STA facilities must continue to provide service to the licensed community; (3) STA facilities must maintain, as closely as practicable, the licensed service area² without extending it; (4) STA facilities cannot involve the construction of towers intended for permanent use by the station requesting the STA.

¹ WQMS(AM) is licensed for daytime-only operation on 1500 kHz with a power of 1 kilowatt employing a non-directional antenna pattern (NDD-D).

² For AM - 0.5 mV/m contour; for FM - 1.0 mV/m contour.

Accordingly, the request for STA is GRANTED. Station WQMS(AM) may operate with the following facilities:

Geographic coordinates	32° 02' 22" N, 88° 43' 49" W (NAD 1927)
Frequency	1500 KHz
Hours of operation	Daytime only
Operating power	100 watts
Antenna type	164 foot long-wire antenna suspended 16 feet above ground level

It will be necessary to further reduce power or cease operation if complaints of interference are received. WQMS(AM) must notify the Commission when licensed operation is restored. WQMS(AM) must use whatever means are necessary to protect workers and the public from exposure to radio frequency radiation in excess of the Commission's exposure guidelines. See 47 CFR § 1.1310.

This authority expires on **January 7, 2020**.

Notwithstanding the grant of this STA or the expiration date specified herein, the station's license will expire as a matter of law if broadcast operations do not commence by 12:01 a.m., July 13, 2019. See Pub. Law No. 104-104, 110 Stat. 56, Section 403(1)(1996) and *Order, Silent Station Authorizations*, FCC 96-218 (released May 17, 1996). See also *Public Notice, Expedited Processing of Applications Filed by Silent Stations*, DA 96-818 (May 22, 1996). The licensee must notify the Audio Division immediately upon resumption of broadcasting.

STA Advisory: Section 309(f) of the Communications Act of 1934, as amended, authorizes the Commission to grant STA in cases of "extraordinary circumstances requiring temporary authorizations in the public interest and when delay in the institution of the temporary operations would seriously prejudice the public interest." However, Section 309(f) is not a means by which a licensee/permittee may circumvent established processing procedures which require the filing of an application, nor is it a means by which a broadcaster may enhance his facility or make operation more convenient for the broadcaster. Stations operating with less than licensed facilities under temporary authorities can be viewed as receiving the benefit of a larger protection area than that in which they are currently providing service.

Accordingly, Special Temporary Authorities by nature are to be temporary and are not intended for extended use. Licensees of stations operating under temporary authorities are reminded that timely restoration of permanent facilities is the responsibility of the licensee and should be undertaken expeditiously. Any request for extension of special temporary authorities carries an increased burden with each subsequent request.

Therefore, requests for extension of STA will be granted only where the licensee can show that one or more of the following criteria have been met:

- Restoration of licensed facilities is complete and testing is underway;
- Substantial progress has been made during the most recent STA period toward restoration of licensed operation; or
- No progress has been made during the most recent STA period for reasons clearly beyond the licensee's control, and the licensee has taken all possible steps to expeditiously resolve the problem.

Sincerely,

A handwritten signature in dark ink, reading "Jerome J. Manarchuck". The signature is fluid and cursive, with the first name "Jerome" and last name "Manarchuck" clearly legible.

Jerome J. Manarchuck
Audio Division
Media Bureau

cc: Dan J. Alpert, Esq. (via email)