

FEDERAL COMMUNICATIONS COMMISSION
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November 15, 2019

Singing River Media Group, LLC
509 North Main Street
Tuscumbia, AL 35674

Re: Singing River Media Group, LLC
WLAY(AM), Muscle Shoals, AL
Facility Identification Number: 60611
Special Temporary Authority

Dear Applicant:

This is in reference to the request filed November 4, 2019, on behalf of Singing River Media Group, LLC ("SRM"). SRM requests special temporary authority ("STA") to operate station WLAY(AM) from an alternate site location with a vertical long-wire antenna.¹ In support of the request, SRM states the station has sought to buy land for the new site location but that process has taken longer than expected. The station has been silent since April 1, 2019 and SRM believes its in the public interest to return to on-air operation. Therefore, the station requests STA to operate with reduced power from an alternate site.

Specifically, WLAY(AM) requests an STA to operate daytime and nighttime with a 79 foot (24 meter) vertical wire attached to an existing 120 foot (36.6 meter) tower. A reduced daytime and nighttime power of 60 watts is requested. The proposed site is located 7.1 kilometers from the licensed WLAY(AM) site.

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.

Accordingly, the request for STA is GRANTED. Station WLAY(AM) may operate with the

¹ WLAY(AM) is licensed for operation on 1450 kHz with a daytime and nighttime power of 1 kilowatt, employing a non-directional antenna pattern (ND1-U).

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

following facilities:

Geographic coordinates	34° 44' 14" N, 87° 42' 15" W (NAD 1927)
Frequency	1450 KHz
Hours of operation	Daytime and Nighttime
Operating power	60 watts
Antenna type	24 meter vertical long-wire antenna
Antenna efficiency	233.8 mV/m/kW at 1 km

It will be necessary to further reduce power or cease operation if complaints of interference are received. WLAY(AM) must notify the Commission when licensed operation is restored. WLAY(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 **May 14, 2020**.

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 black ink that reads "Jerome J. Manarchuck". The signature is written in a cursive style with a large, stylized initial "J" and a long, sweeping tail on the "k".

Jerome J. Manarchuck
Audio Division
Media Bureau

cc: M. Scott Johnson, Esq. (via email)