



Federal Communications Commission  
Washington, D.C. 20554

January 8, 2024

Matadors, LLC  
P.O. Box 221376  
Santa Clarita, CA 91322

Re: Matadors, LLC  
WQMS(AM), Quitman, MS  
Fac. ID No.: 54325  
Special Temporary Authority

Dear Applicant:

This is in reference to the STA request filed December 7, 2023 and the amendment to the request which was filed on December 27, 2023, 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.<sup>1</sup> In support of the request, Matadors states the station has lost its licensed site and is seeking a permanent location. However, until a permanent location has been identified, the station is requesting an STA from a temporary site in order to resume broadcast operations.

Station WQMS(AM) has been operating under STA or an STA extension for several years. The station was most recently granted an STA extension (BESTA-20220602AAE) on June 6, 2022. However, that STA extension expired on December 5, 2022 without being further extended. Therefore, this request is being considered a new request for STA.

Specifically, WQMS(AM) requests an STA to operate daytime only with a long wire emergency antenna from a site located 7 kilometers (4.4 miles) from the station's licensed site. Operation is proposed with a 246 foot long-wire supported by a 140 foot existing tower and also a 10 foot tower on the other end. A reduced power of 0.45 kilowatt 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 area<sup>2</sup> 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.<sup>3</sup> Station WQMS(AM) may operate with the

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<sup>1</sup> WQMS(AM) is licensed for daytime-only operation on 1500 kHz with a power of 1 kilowatt employing a nondirectional antenna pattern (NDD-D).

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

<sup>3</sup> Periods of operation pursuant to this STA shall be recorded in the station's records (see 47 CFR § 73.1820). The records shall include start/stop dates and times of such operation. These log entries must be maintained for a minimum of two years as specified in 47 CFR § 73.1840(a), unless a longer retention period is requested by the

following facilities:

Geographic coordinates	32° 02' 18" N, 88° 39' 21" W (NAD 1927)
Frequency	1500 kHz
Hours of operation	Daytime only
Operating power	0.45 kW
Antenna type	246 foot long-wire antenna supported by a 140 foot tower and also a 10 foot pole on the other end
Antenna efficiency	225.56 mV/m per kW at 1 km

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. In light of the lapse of time between the expiration of the prior STA extension (BESTA-20220602AAE) and the filing of the instant request, the authority granted will not cover the period between the expiration of the prior STA and the filing of the instant request.

This authority expires on **July 8, 2024**.

**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

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staff. Periods of operation may be subject to independent verification that they in fact occurred.

- 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 only)