FEDERAL COMMUNICATIONS COMMISSION
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MAY 2 2012

Robert J. Folliard, III, Esq.
DowLohnes
1200 New Hampshire Avenue, NW
Suite 800
Washington, DC 20036-6802

Re: First Media Radio, LLC ("FMR")
WJLS(AM), Beckley, West Virginia
Facility Identification Number: 52335
BP-20110728AMB (C.P. Application)
File Number: BL-20110729ALL

Dear Mr. Folliard:

This is in reference to the above-captioned license application to cover Construction Permit application BP-20110728AMB for augmentation on the 35° radial.

A preliminary review of the full proof in the application indicates the following deficiencies:

1. There are not sufficient non-directional and directional measurements as required by Section 73.186 of the Commission's rules to analyze the measurement data. Specifically, Section 73.186 requires at least 7 close-in non-directional (ND) measurements to be taken within 3 kilometers and at least 15 non-directional and directional (DA) measurements to be taken between to 15 kilometers from the transmitter site. However, examination of the data reveals the following:

Azimuth	Numbers of ND points within 3 kilometers	Numbers of ND and DA points to 15 kilometers	Total numbers of points and total distance to the last point
60°	5	10	16 pts to 44.25 km
84.5°	1	9	14 pts to 25.7 km
135°	4	10	
174.5°	2	8	11 pts to 32.8 km
240°	4	13	Ok
305°	ok	11	11 pts to 13.6 km
345°	4	10	16 pts to 48.3 km

2. FMR did not provide a ND polar plot and a correct DA radiation polar plot with the RMS of each pattern.
3. FMR did not show that its directional RMS is equal to or higher than the minimum RMS for its Class or meet the 85% of the standard pattern as required by Section 73.151(a).
4. FMR did not specify the power, the current, the resistance and the tower used to conduct ND measurements.
5. FMR did not provide the GPS datum of the coordinates it used.

Further action on the subject application will be withheld for forty five (45) days from the date of this letter in order to provide FMR an opportunity to file a curative amendment. Failure to respond or file an amendment within this time period will result in the dismissal of the application pursuant to Section 73.3568 of the rules.

Sincerely,

Son Nguyen
Supervisory Engineer
Audio Division
Media Bureau

cc: FMR
R. Morgan Burrow Jr.