



Federal Communications Commission
Wireless Telecommunications Bureau
1270 Fairfield Road
Gettysburg, PA 17325-7245

CONSTRUCTION/COVERAGE DEADLINE REMINDER NOTICE

ATTN: NORMA KAMINSKI
SJM INDUSTRIAL RADIO
1212 E IMPERIAL AVE
EL SEGUNDO, CA 90245

Date: 08/03/2010
Reference No.: 5007514
FRN: 0010372480

Re: MATTEL TOYS

The license(s) referenced on the reverse side authorizes operation of a system of one or more facilities or frequencies and is subject to certain construction/coverage requirements that must be completed by a specific date. **To confirm your compliance with the construction/coverage requirements, you must file FCC Form 601 Main Form & Schedule K, with the Commission no later than 15 days from the applicable construction/coverage deadline. See 47 C.F.R. § 1.946(d).** The referenced license(s) has a construction/coverage deadline between 10/29/2010 and 11/04/2010.

You may request an extension of time to extend the construction/coverage period by filing FCC Form 601 Main Form & Schedule L, with the Commission **before** the construction/coverage deadline. See 47 C.F.R. § 1.946(e). The filing of such an extension request, however, does not automatically extend the construction/coverage period unless the request is based on an involuntary loss of site or other circumstance beyond the licensee's control, in which case the period is automatically extended pending disposition of the request. See 47 C.F.R. § 1.946(e)(4).

If you fail to meet your construction/coverage requirement by its deadline, and you have not filed a request for an extension of time (FCC Form 601 & Schedule L) on or before the construction/coverage deadline pursuant to § 1.946(e)(4), the license will terminate automatically, in whole or in part (where applicable), without specific Commission action on the construction/coverage deadline date. See 47 C.F.R. § 1.946(c).

For additional information on construction or coverage requirements for wireless service authorizations, visit <http://wireless.fcc.gov/licensing/const-req>. For information on electronic filing, visit <http://wireless.fcc.gov/uls>. Most wireless services are required to file electronically. There are, however, a few radio services where manual filing is permitted. Licensees in services permitting manual filing can obtain application forms from the FCC's web site at <http://www.fcc.gov/formpage.html>, by calling the FCC's Forms Distribution Center toll free at 800-418-FORM (800-418-3676), or from FCC's Fax Information System by dialing 202-418-0177 on your touch tone telephone. Although manual filing is permitted for some services, we strongly encourage the use of electronic filing. For general information, visit the FCC's web site at <http://esupport.fcc.gov> or call the FCC at (877) 480-3201 (TTY 717-338-2824).

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RADIO SERVICE	CALL SIGN	ULS LOC(L)# PATH(P)#	ANTENNA#	FREQUENCY ASSIGNED/LOWER	FREQUENCY UPPER
IG	WQAK835	<NA>	1	466.63750000	
IG	WQAK835	<NA>	1	461.86250000	
IG	WQAK835	<NA>	1	466.86250000	