

Radio for people of good taste



WVLIQ 5,000 Watts

JEMCON BROADCASTING COMPANY, INC.  
303 ST. FRANCIS ST., MOBILE, ALABAMA

14 November, 1961

Dear Mr. Cooper;

This is to confirm your reception of our frequency check last Friday morning. As you suspected, we modulate with a telephone dial tone and run an ID about every 60 sec, fading the tone during the ID. For some reason, no one was able to hear the whole ID from the North East, missing the phrase "in the great port of" Mobile.

WVLIQ signed on the air January 25, 1961 as a 5KW daytime directional. Our sign on is 5:00AM EST weekdays & 6:00AM Saturdays and Sundays. For our tests, we transmit 1KW ND. Our commercial coverage is along the gulf coast from Pensacola, Fla, to Ocean Springs, Mississippi.

Since our programming is strictly for the adult audience, we selected our call letters for the significance of the IQ.

It was nice to hear from you - please be sure to look us up if you're ever in our area.

Sincerely,  
Frank Sturges III