

KMOB

1450 AM

P.O. Box 1296 • 860 Millcreek Dr. • Moab, Utah 84532

259-6161

November 8, 1984

Bill Littler
P.O. Box 724
Meeker, CO 81641

Dear Bill:

Thank you very much for your letter of October 2, 1984. How surprising to know that we carry to Meeker! It's great to hear from listeners, but we seldom hear from such attentive listeners . . . you heard correctly. What used to be KURA is now KMOB. The reason for the change is that the former call letters had been in effect for over 15 years, and the station had changed hands so many times, we thought that with the new turnover in management and format, we would also truly change the image by changing the call letters as well. KURA stood for K-Uranium. K-MOB stands for K-MOAB, and that adequately reflects the focus of our concerns in broadcasting to the listeners in the Four Corners area.

Thank you again for letting us know of your reception, and we hope that when and if you're in the Moab area in the future, that you stop by the station and say, "Hello".

Sincerely,



Christine Robbins
Station Manager

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