

Press Release

New State-of-the-Art Radio Station in Memphis

For Immediate Release

21 October 2002

POC: George McClintock (615) 255-1300



New 50,000 Watt Harris Solid State Digitally Controlled Transmitter

1. State of the art audio processing and transmitter technology was not available only a few years ago. The old technology, by today's standards, produces inferior signals both in quality and signal strength.

2. Since WMQM radio station is built from the ground up, only modern equipment and materials are being used. The ground system of a radio station is one of the most important features that produces coverage. It makes up half of the antenna. Many stations that have been on the air for sometime have deteriorated ground systems that actually now reduce the coverage from its original broadcast setup.

3. Our greater than 1/4-wavelength antenna produces a greater signal both day and night than its power would normally indicate. Most radio stations use a 1/4-wave antenna that radiates a large percentage of their power to the sky. Taller towers flatten out the radiated signal toward the ground rather than the sky and produce stronger signals out from the radio station. This means that two 50,000-Watt radio stations on the same frequency will have different coverages based on the height of the tower, everything else being equal.

4. Modern audio processing tied together with our solid state transmitter, will produce one of the loudest sounding stations in Memphis.

5. Nighttime coverage, while at low power, has the advantage of the taller than 1/4-wave tower and produces a signal usable over Memphis. Nighttime coverage is also increased by the fact that there is no dominant station on 1600 that is receivable in Memphis, TN. With no other audio detectable in the receiver, WMQM has a greater nighttime coverage than you would expect from a low power nighttime operation.

WMQM, 1600-AM, 50,000 Watts in Memphis, is the sister station to WWCR. World Wide Christian Radio serves Europe, Middle East and Africa on Shortwave from Nashville, Tennessee. For more information, call your WMQM representative today:

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