WRMR Returns To Country Format

After a year as a Music Of Your Life station, WRMR/Washington will return to its previous Country format. The station will reapply for WPXK call letters, with its sister FM once again becoming WPXK-FM, and both stations will be known as "KK Country." GM Bill Sherard told R&R that the stations will simulcast morning and afternoon drivetimes and Saturday middays.

Sherard explained, "The numbers have been disappointing. It's been a year, and we had equal if not better numbers even then it was Country. This puts us in a unique position again...to be the only double Country station in the market. There will be subtle differences between the two stations, during middays and weekends, leaning a little bit toward more traditional on the AM." Sherard added that new staffers for the AM station would be announced shortly.

Hatfield New PD At KOMA

Bobby Hatfield has been named Program Director of Country- formatted KOMA/Oklahoma City, leaving the midday shift at CHF WZPL/Indianapolis (formerly WIKS) to take the position. He replaced Greg Lindahl, who recently became Operations Manager at WSM-AM & FM (Nashville & R&R 1-21). KOMA's acting PD John Pratt will retain his afternoon airshift.

KOMA GM Woody Woodard told R&R, "We went with Bobby primarily because of his experience. He seems to be into what we're into--lots of research, tight playlist, lots of promotions...He appears to be a strong motivator and knowledgeable about the business. Quite frankly, I didn't go out looking for a great Country programmer...I went out looking for a programmer."

Hatfield, who was Operations Manager at WCH & WKJ/Louisville for a year and a half before joining WZPL in 1982, said, "The thing I'm really excited about is the company (KOMA) owns nothing but AM radio stations. They're very supportive of doing things on the AM dial as opposed to throwing their arms up and saying, 'Forget it, I'm going to get out of AM.' We're going to position ourselves as a hit Country radio station."

Reeb Continued from Page 3

Reed told R&R, "I'm excited about the challenge. It'll be much harder job than when I was first there. I loved being in Chicago. I'm sorry the situation couldn't have been more positive, but it was a great learning experience for me." No replacement has been chosen yet at WMET.

Ludlow Continued from Page 3

Ludlow added, "Michael's considerable broadcast news experience will be a tremendous asset in taking on this challenging and timely responsibility."

In his new job, Ludlow will also oversee the CBS Radio Stations News Service, which serves the AM group's Washington bureau. He will also distribute Byline magazine, a package of news and features.

Ludlow joined the network as a writer at WCBS/New York in 1960. He was actively engaged in our highly-successful FM A/C format available to those listeners who only have access to AM."

Ludlow, who was well known in the industry, was a native of Oklahoma City, where he started his broadcasting career at KDAM in 1957. He later worked for several other stations in the area before joining CBS Radio in 1972.

Sterke Continued from Page 3

Sterke continued his work with the network as a correspondent in New York City. He was also a regular contributor to the network's "On the Air" series, which featured interviews with prominent figures in the media industry.

Sterke, who had been a fixture on the network for more than 25 years, was widely respected for his knowledge of the industry and his ability to put people at ease in front of a camera. He was also known for his love of golf and his enthusiasm for the game.

Sterke's death came after a long battle with cancer, which had been diagnosed several years earlier. He had been a fixture on the network for more than 25 years, and was beloved by his colleagues and the fans who followed his work.

Sterke's passing was a great loss for the network, and his absence will be felt for many years to come. But his legacy will live on through the many lives he touched, and the work he left behind.