Bill Hurwitz has been promoted to General Sales Manager at WLZZ & WZUU/Milwaukee. He takes over the duties held by former GM Al Moll, who departed two weeks ago to pursue broadcast ownership. Hurwitz previously spent two years as an Account Executive at crosstown WISN, having previously worked eight years as an AE at LSM, and finally GSM at competitor WOKY WLZZ & WZUU Station Manager Steve Schram said, "Bill is an important addition to our total commitment in Milwaukee. He displays the experience and enthusiasm we seek for sales leadership.”

Hurwitz told R&R, “Malrite is the best broadcast company in the country. To me, Malrite is all right! We get a way to go, but between Steve, the rest of the team, and myself, we're going to take these stations to new leaps and bounds. I'm very excited about the whole opportunity.”

James Vote and Susan Bice have been named Station Managers at KIKF for the past four years, told R&R, “The necessity for the change arose from (Arbiv President) Art Astor acquiring the San Rafael stations. Art is overseeing both operations, and this allows me to move into areas that need attention on a day-to-day basis. As I move into those areas, I will be appointing a new sales manager so I'll be able to work more closely with PD John Dziema and get more involved with promotions.”

Bice, a seven-year veteran of the parent company, most recently served as KIKF's Business Manager. Before that she worked at Drake-Chesnault Enterprises as an administrative assistant. She told R&R, "I'm very excited. I've been fortunate enough to live in the two finest counties in all of California, and I love them both equally. I'm also very fortunate to work with a company that would give me this kind of opportunity. I'm looking forward to being worthy of the trust that's been placed in me.”

Regarding Taylor's advancement, Mayo commented, "It's a most natural move. Sonny's someone who's paved the way for a lot of us in this kind of radio, but he's got to get the credit for making radio the way it is today.”

In other news, Simpsonson transferred from the WFWY/Chicago GSM position to New York as VP/FM, supervising WLWO's transition from CHR to Urban/Contemporary WRKS. Mayo's programming background includes KALO/Little Rock, WRAP/Norfolk, WMKA/Nashville, and WGWCI/Chicago before joining WRKS as Assistant PD in 1981; he was named PD the following year. Taylor, who was on vacation at pretime and unavailable the week prior, joined WRKS in 1981 as Music Director, having previously spent several years as PD at WWRL/New York. Mayo also added that Research Coordinator Tony Quaranta has been promoted to Music Director.

**Transactions**

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We view a vital center of dynamic growth. Both WWRY & WZUU will be remembered as stations that have made significant contributions to the company during its growth in broadcasting.

**Cloutier**

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Cloutier remarked, “KRCX is a new experience for me since it’s a Spanish-language outlet, but the people are very helpful and motivated. However, as an On Top 40 jock, it’s so exciting to get back to CHR with KQOP. I’m aware there is a lot of CHR competition in Sacramento, but we’re going to hang in there and fight them because we can do it better than the other guys.”

Before joining Fuller-Jeffrey in 1979 as an air personality at WBLM-Lewiston-Portland, Cloutier operated N.E. Concerts, a concert promotion firm. He was later named Sales Manager for both WBLM and WOKG/Dover-Portsmouth, NH before joining KJTY in 1981.


Country station WWRY broadcasts at 990 kHz with 1 kw/1250 watts on weekdays. Easy Listening WXOZ is 27 kw on 101.3 MHz at 637 feet. A/C outlet KLBP operates with 1 kw/250 watts on weekdays. The station’s KMWM/WWOLAM/WRLW/WLZU/Milwaukee.

O’Day Broadcasting has agreed to sell KORL/Milwaukee for $790,000 to a group of Texas investors headed by former KMRR Kansas City air personality Bill Morse, pending FCC approval.

KORL operates with 1 kw at 650 kHz. Pat O’Day, who owned the station for eight years, has no other broadcast interests. The acquisition was the first for the Morse group.

**Harvey**

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the management here and developing the top two stations in this market. I’ve been doing some Don Kelly for years, and it’ll be interesting to work with him; he’ll be giving me a lot of insight.

Harvey added that some shifting of air talent between the two stations is anticipated, but that no decision about simulcasting has been determined.

**Sky**

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O'Leary was GSM at WTPA when Sky took over two years ago, and was promoted to GM at that time. Vardin began at WGY & WGF/retail sales, progressing to GM before Sky acquired the stations from General Electric last year. Thomas is a 25-year Nashville veteran, having spent the last seven years at WSIX, including a term as GSM.

**Schreiber**

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tension skills together with 50,000-watt KOMA.”

Prior to KOFM, Schreiber served a year at KCL & KDK/A-Pueblo, after starting her radio career in 1972 at KEYN/Wichita. She told R&R, “I am so honored to be chosen. I grew up with KOMA, and I have been given the opportunity and vote of confidence that I can do the job for Price Communications is just tremendous. I am excited and looking forward because we are going to have a lot of fun at KOMA.”

Commenting on speculation of a format switch, in light of the six-deep Country format competition, Osborn remarked, “We are not going to change formats. Country has lost some shares in QNC, and I think it was partly because the Country stations let themselves be out-promoted by the others – A/C in particular. We look to change that.”

Regarding a P-F opinion, Schreiber added, “We don’t have any timetable set up, but we are talking to some people and expect to name a PD very shortly.”